



सत्यमेव जयते

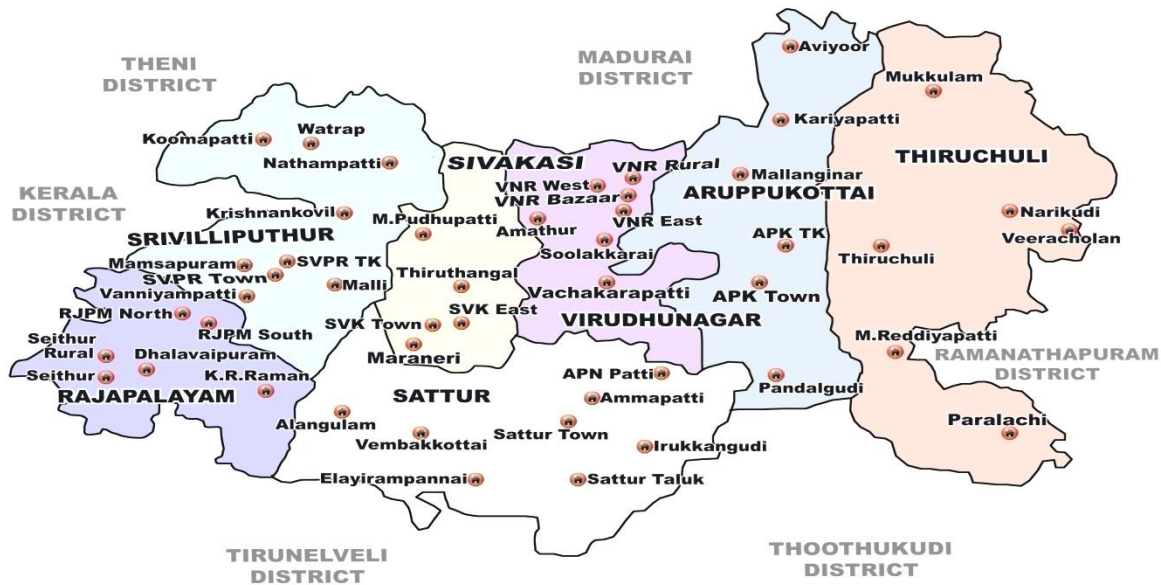
Government Of India

MINISTRY OF MICRO SMALL AND MEDIUM ENTERPRISES

DISTRICT INDUSTRIAL POTENTIAL SURVEY

2020-21

VIRUDHUNAGAR DISTRICT



COMPLIED BY

MSME-DEVELOPMENT INSTITUTE

NO.65/1 GST ROAD GUINDY CHENNAI

TAMIL NADU-600032

FOREWORD

As a part of the promotional and developmental activities of MSMEs, the Institute conducts studies on the status and performance of Micro, Small and Medium Enterprises in the State. The District Industrial potential report compiled and updated under District Industry Development Plan of the Institute assigned by Office of the Development Commissioner (MSME), New Delhi. This report encompasses the entire gamut of the present socio-economic aspects, geographical, topographical information, statistical data relating to periodical growth, development and performance of MSMEs in the district, availability of resources both men and materials along with the details of the various schemes and programmes of the State and Central Government to encourage the prospective entrepreneurs

I am happy to appreciate the efforts put in by the officer of this institute Shri. K.M.Balajee, Assistant Director (EI) Under the guidance of Shri Senthil Kumar, IEDS, Deputy Director, in collecting the latest possible information available from different departments of Government of Tamil Nadu and in bringing out this Industrial Profile report.

I would also like to thank General Manager of District Industry Centre Virudhunagar, Senior Officers of Statistics Division of Govt. of Tamil Nadu, Industries and Commerce Govt. of Tamil Nadu, Lead District Manager, Virudhunagar, for their valuable inputs in the successful completion of this document. I sincerely hope that this report will be useful to all concerned with the development of Industries. It is needless to state that this document will serve as a valuable guide to the prospective entrepreneurs who are desirous of setting up of industries/enterprises in the district.

Chennai
09. 08.2021

(S Suresh Babujii)
Joint Director & HOO

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Executive summary

| |
|---|
| 1. Introduction |
| This chapter gives a bird's eye-view of the key parameters viz., history of the district; scope, objectives, methodology and limitations involved in the preparation of the report |
| 2. District at a Glance |
| This part of the report provides a quick glance on the most important aspects of the district in statistical units represented in the form of tables supported by graphs and charts. It encompasses various items including the district's Geographical features, demographic segmentation, administrative set up, soil and rainfall conditions, land utilization, performance of agriculture and allied industries, industrial development, transport connectivity and Communications, health facilities and lending institutions. |
| 3. Analysis of Resources |
| This chapter provides a descriptive analysis of various important features of the district viz., human and material/ physical resources. It includes a clear delineation of the availability and usage of various natural and social resources in the district. Besides, it highlights the Tourist Spots prevailing in the area. |
| 4. Available infrastructure for industrial development |
| This is a key chapter of the report covering the various physical and structural dimensions of the district industrial profile. It covers the prevailing social infrastructure essential to the industry such as entrepreneurship, market potentiality, technical skills and training facilities. Besides, it reflects the various schemes/programmes/incentives offered by both the State and Central Governments for the penetration of MSMEs in the district. It also provides the latest changes (important notifications/circulars) issued by the Central and State Governments. |
| 5. Industrial Scenario |
| This chapter throws light on the current industrial scenario and future prospects for industrial development. It gives a complete picture of MSMEs registered upto date under UAM/Udyam registration, handicraft, cottage and KVIC industries; and large scale industries with details of employment and investment. |
| 6. Prospects of New MSMEs/ Industrial Development |
| This part of the profile provides a complete picture of the steps towards the promotion of the MSMEs. The demand factor and the availability of surplus resources. The efforts made towards Green Technologies, solid and E waste related aspects and the scope for the development of ancillary service units. |
| 7. Schemes and Intervention |
| This unit of the profile highlights information related to potential clusters, list of industries and availability of idle/underutilized infrastructure like mini tool room/cold storage, vacant industrial plots. Besides it gives information on the facilities available in various technical institutions for the promotion of entrepreneurial activity. |

8. Self-Reliant India Movement under five pillars of Atmanirbhar Bharat

This chapter throws light on the various crucial aspects of the district in the form of Strengths, Weaknesses, Opportunities and Threats prevalent in the district. It provides a clear SWOT analysis of the district.

9. District industrial development plan

This chapter depicts the district industrial plan formulated by the State Government. It portends the very important measure of the Government towards industrial development in the area.

10. Whom to Contact and For What

This chapter provides the right approach and direction to the prospective entrepreneurs who show interest in making start ups in the district. It provides all the details required and shows a systematic way to become a successful entrepreneur

11. Conclusion and Way Forward

This is the concluding part of the profile providing a summary of all the above discussions of various chapters and shows way for the future industrial development in the area.

List of Annexure

This last chapter gives a detailed list of resources available in the district viz., industrial associations, CPSEs, Outstanding units, issues of MSMEs and involvement of SHGs/NGOs in the MSMEs.,

CHAPTER-1

INTRODUCTION

HISTORY OF THE DISTRICT

Virudhunagar district was carved on 15th March 1985 by trifurcation of the composite Ramanathapuram district with head quarters at Virudhunagar. The district lies between 55.00 Degree and 77.00 Degree of the eastern longitude and between 9.00 Degree and 55.00 Degree of the northern latitude. It has an area of 4243 Sq Km and is bounded on the west by Kerala State, on the north by Madurai and Sivaganga district, on the east by New Ramanathapuram district and on the south by Tirunelveli and Tuticorin districts.

Virudunagar is a small town located at a distance of 45 Kms South-West of Madurai. This place was once referred to as 'Virudupatti'. In the beginning of 20th century A.D., Virudupatti was one among the six important places of Ramanathapuram District. Due to the rapid growth in the field of Trade and Education, it was renamed as 'Virudunagar' on 29th October 1923. The term 'virudu' means 'Award' in Tamil.

The people of this community migrated to improve their business status and settled in Virudunagar during 19th century A.D. Virudhunagar exports all kinds of oil to Dubai and Srilanka and also exports Cotton, chilli, spices, cardamom to USA and Singapore. Virudhunagar is a famous business centre without markets. The Business people of Virudhunagar play an important role in price fixation of consumer products. Hence there is a popular saying, "virudhunagar produces nothing but controls everything".

SCOPE AND OBJECTIVE

- Identifying potential areas, sub areas for both manufacturing and services sector for entrepreneurship development.

METHODOLOGY ADOPTED FOR PREPRATION OF REPORT

- Secondary Data was collected from various departments, Government publications, Historical and statistical documents, Government Webpage and data was compiled.

CHAPTER-2

DISTRICT AT A GLANCE

Virudhunagar District consists of three Revenue Divisions viz., Aruppukottai, Sivakasi and Sattur, Ten Taluks viz., Rajapalayam, Srivilliputtur, Sattur, Sivakasi, Virudhunagar, Aruppukottai, Tiruchuli, Kariapatti, Vembakottai and Watrap comprising of 600 Revenue Villages. The District has seven Municipalities, nine Town Panchayats, eleven blocks and 450 Village Panchayats. District covers an extent of 4243 Sq.Km. This district is bounded on the West by Kerala State, on the north by Madurai and Sivagangai districts, on the east by the Ramanathapuram District and on the south by Tirunelveli and Thuthukudi Districts.

| S.no | Indicators | Numbers and details |
|------|---|--|
| 1 | Geo- Positioning | North Latitude Between 11 ^o 00' and 12 ^o 00' East Longitude Between 77 ^o 28' and 78 ^o 50' |
| 2. | Area And Population - (2011 Census) | |
| | Area (Sq.Km.) | 423 |
| | Total Population | 1942288 |
| | Male Population | 967709 |
| | Female Population | 974579 |
| | Rural Population | 962062 |
| | Urban Population | 980226 |
| | Density (Population per Sq.Kms) (2011 Census) | 458 |
| 3 | Literates | |
| | Total | 1398788 |
| | Male | 760375 |
| | Female | 638413 |
| 4 | Main Workers (2011 Census) | |
| | Total Workers | 950158 |
| | Male Workers | 579111 |
| | Female workers | 371047 |

| | | |
|------------|---|----------------------------------|
| | Rural Workers | 512015 |
| | Urban Workers | 438143 |
| | Cultivators | 52361 |
| | Agricultural Labourers | 168174 |
| | Household Industry | 30292 |
| | Other Workers | 603239 |
| | Marginal Workers | 96092 |
| 5 | Non - Workers | 992130 |
| 6 | Language spoken in the District | Tamil,Telugu, Kannadam and Hindi |
| | | |
| 7 | Administrative Set-up | |
| | Revenue Divisions | 3 |
| | Revenue Taluks | 10 |
| | Revenue Firkas | 39 |
| | Revenue Villages | 600 |
| 7.1 | Local Bodies | |
| | Corporations | 0 |
| | Municipalities | 7 |
| | Panchayat Unions | 11 |
| | Town Panchayats | 9 |
| | Village Panchayats | 450 |
| | Total No.of Dist.Panchayat Members | 20 |
| 8 | Vital Statistics | |
| | i.Birth | 27229 |
| | ii.Death | 18168 |
| | iii.Infant Deaths | 265 |
| | iv.Birth Rate (Per 1000 Population) | |
| | a.Rural | 12.21 |
| | b.Urban | 8.3 |
| | c.Combined | 11.24 |
| | v.Death Rate (Per 1000 Population) | |
| | a.Rural | 5.6 |
| | b.Urban | 3.2 |
| | c.Combined | 5 |
| | vi.Infant Mortality Rate (Per 1000-live Births) | |
| | a.Rural | 12.1 |
| | b.Urban | 10.7 |
| | c.Combined | 11.8 |
| | vii.Expectation of life at Birth | |
| | a.Male | 0 |
| | b.Female | 0 |
| | viii. Still Birth Rate (1000 Delivery) | |

| | | | | | |
|-----------|--|------------------------------------|--|--|-------|
| | a. Rural | 9.9 | | | |
| | b. Urban | 8.5 | | | |
| | c. Combined | 9.7 | | | |
| | ix. Maternal Mortality Rate (1,00,000Live Birth Population) | | | | |
| | a. Rural | 65.05 | | | |
| | b. Urban | 0 | | | |
| | c. Combined | 53.13 | | | |
| 9 | Temperature (in Degree Celsius) | Agri.Research station Kovilangulam | Cotton Research Station Srivilliputhur | Ground Water Section, PWD, Virudhunagar. | |
| | | Max | 40.5 | 39.0 | 40.60 |
| | | Min | 21.6 | 19.4 | 21.90 |
| 10 | Rainfall (in mm.) | Normal | | Actual | |
| | | North East Monsoon | 419 | North East Monsoon | 391.5 |
| | | South West Monsoon | 196.8 | South West Monsoon | 304.1 |

| | | | | |
|-----------|---|--------------------------------------|---------------|----------------------|
| 11 | Agriculture | | | |
| | Total Cultivated Area (Hec.) | 136651.410 | | |
| | Net Area Sown (Hec.) | 131062.58 | | |
| | Area Sown more than once (Hec.) | 5588.830 | | |
| | Principals crops | Area & Production of Principal Crops | Area Hectares | Production in Tonnes |
| | | Paddy | 18597 | 70470 |
| | | Millets & Cereals | 38643 | 179509 |
| | | Pulses | 9581 | 6063 |
| | | Sugarcane | 1547 | 133496 |
| | | Groundnut | 5194 | 50713 |
| | | Gingelly | 861 | 513 |
| | | Cotton | 17186 | 28305 |
| 12 | Agricultural Land Holdings (2015-16 CENSUS) | Holdings | 178810 | |
| | | Area(Hec.) | 168173.285 | |
| | | Average Size of Holdings | 0.94.0 | |
| 13 | Important Food Crops | Paddy, Cholam, Cumbu, Maize, | | |

| | | |
|-----------|--|--|
| | | Greengram, Blackgram, Coriander, Chillies , Mango, Guava. |
| 14 | Irrigation | |
| | Net Area Irrigation by (Hec.) | |
| | Government Canals | - |
| | Private Canals | - |
| | Tanks | 997 |
| | Tube well | 95 |
| | Other well | 25271 |
| | Other Sources | - |
| | Net Area Irrigated | 48479.170 |
| | Gross Area Irrigated | 53702.610 |
| | Name of the Rivers | 1) Vaippar, 2) Seevalaperi, 3) Gundar, 4) Arjuna Nathi 5) Girudhuammal |
| 15 | Name of the Lakes | - |
| 16 | ANIMAL HUSBANDRY | |
| | i. Veterinary Institutions | |
| | Veterinary Hospitals | 5 |
| | Veterinary Dispensaries | 73 |
| | Sub Centres | 29 |
| | Mobile Units | - |
| | ii Poultry Development | |
| | Chicks produced in hatcheries(Lakh Nos.) | 2 |
| | Birds sold for breeding (Lakh Nos.) | - |
| | Birds sold for food (Lakh Nos.) | 1.54 |
| | iii. Livestock Census Livestock and Poultry Population (2012) | |
| | Cattle | 326721 |
| | Buffaloes | 22531 |
| | Sheep | 341446 |

| | | |
|-----------|--|--------------|
| | Goat | 363588 |
| | Poultry | 607048 |
| 17 | Dairy Development 2019-20 | |
| | Dairies | 1 |
| | Milk Chilling Plants | 2 |
| | Milk Production (in Litres) per month | |
| | Flush Season | 550.920 |
| | Lean Season | 359.073 |
| | Number of milk co- op.societies Working | 109 |
| | Dormant | 47 |
| 18 | Fisheries 2019-20 | |
| | Inland Fish Production(Tonne) | 245.674 |
| | Value in Rs.in lakhs | 46.856 |
| 19 | FOREST | |
| | Forest Area (Hec.) | |
| | Reserved Forests | 48,856.55 Ha |
| | Unclassed Forests | -- |
| | Reserved Lands | 73.61 Ha |
| | Out - turn of Forest Product | |
| | Timber (Cu.m.) | - |
| | Fuelwood (MT) | 3811.70 |
| | Pulpwood (MT) | - |
| | Sandalwood (MT) | - |
| | Rubber (MT) | - |
| | Bamboo (Tonne) | - |
| | Tea Green Leaves | - |
| | Wattle Bank (MT) | - |
| | Cashew (Tonne) * Other Products are not sold in the year | - |
| 20 | Electricity | |
| | Consumption of Electricity (in m.u.) Kwh. | |
| | Agriculture & Huts | 7 |

| | | |
|-----------|---|-------|
| | Industry | 82.91 |
| | Commercial | 13.58 |
| | Domestic | 562.9 |
| | Public Lighting & Water Works | 52.5 |
| | Sales to Licencees | 762.9 |
| | Sales to other States | -- |
| | Miscellaneous | 7.02 |
| | Rural Electrification | |
| | Number of Pumpsets Electrified upto(2018-19) | 39011 |
| | Number of Villages Electrified | 600 |
| | Number of Hamlets electrified upto(2018-19) | 710 |
| 21 | INDUSTRIES | |
| | No.of Working Factories (Registered) | 4201 |
| | No.of Registered Trade Unions | - |
| | No.of Strikes | - |
| | No.of Lockouts | - |
| | Large Scale & Medium Scale Industries | - |
| | Small Scale Industries(Registered) | 5726 |
| | Cottage Industries | - |
| | Name of the Important Industries in the District | |
| | i.Madras Cements, Thulukkapatti. ii.Tamilnadu Cements, Alangulam. iii.Tamilnadu Asbestos, Alangulam. iv.Ginning, Spinning & Weaving Mills, Rajapalayam , Aruppukottai v.Match factories at Sivakasi, Sattur, Vembakottai Taluks vi.Fire works at Sivakasi, Sattur, Vembakottai vii. Off-set Printing Presses at Sivakasi viii. Bolts and Nuts (T.V.S.)Aaviyur. | |
| 22 | Handicrafts (Rs. In lakhs) | |
| | | |

| Name of the Handicrafts | Value of the articles | |
|--|-----------------------|--------|
| | Produced | Sold |
| Aruppukottai | | |
| 1. Steel, Wooden articles | 50.47 | 46.60 |
| 2. Hony processing & Packaging | 10.16 | 8.53 |
| 3. Leather goods | - | 2.07 |
| 4. Agarbathi | 0.91 | 1.64 |
| 5. Neem soap | - | 1.62 |
| 6. PCPI , Village Industry | 8.25 | 74.85 |
| 7. FiberMat | - | 3.58 |
| Sivakasi : Chappals, Bags Items, Steel furniture, Table , Chairs , Wooden Furniture & handicrafts | 91.58 | 110.32 |
| Srivilliputhur : Handi Craft articles and Hand made Toys | 21.57 | 30.24 |
| Virudhunagar : Steel furniture, Table , Chairs , Wooden Furniture & handicrafts | 158.03 | 377.48 |
| Purchased by other Institutions | - | 205.0 |

CHAPTER -3

ANALYSIS OF RESOURCES

Virudhunagar District was formed as a separate District Headquarters on 15.3.1985 after trifurcation from the erstwhile composite Ramanathapuram District. This district is a backward region from the point of view of Agriculture and general Economic conditions of the people, mainly due to the rural background of the area. Several parts of this district were frequently hit by drought.

PHYSICAL FEATURE

Virudhunagar District covers an extent of 4243 Sq.Km. This district is bounded on the West by Kerala State, on the north by Madurai and Sivagangai districts, on the east by the Ramanathapuram District and on the south by Tirunelveli and Thuthukudi Districts.

For Revenue administration, it is divided into 3 Revenue Divisions, one at Sivakasi comprising of Sivakasi Srivilliputhur and Watrap Taluks, another one at Sattur Division comprising of Sattur, Vembakottai and Rajapalayam Taluks, and another one at Aruppukottai comprising of Aruppukottai, Kariapatti, Virudhunagar and Thiruchuli taluks. The District comprises 10 Taluks, 39 Firkhas, 600 Revenue Villages including 7 Municipalities, 11 Panchayat Unions, 9 Town Panchayats, 450 Village Panchayats and 897 hamlets.

CLIMATE AND RAINFALL

This district normally experiences deficit rainfall. Hot and dry weather prevails for about 9 months in a year. The actual annual rainfall during the year is 828.8m.m. as against the normal annual rainfall of 820.1.mm based on the IMD Report. The District has received major portion of rainfall during the north east monsoon. The Arjuna River and Seevalaperi River flows across Srivilliputhur and Sattur taluks . Seven reservoirs viz. Kulloorsanthai, Vembakottai, Pilavakkal, Anaikuttam, Golvarpatti, Periyar and Kovilaru are important irrigation and drinking water sources of this

District. Gundar at Tiruchuli and Girudhumal river also flow in this district. Only through rainfed irrigation Agriculturists were able to achieve self sufficiency in the production of maize, cholam, cotton, pulses and paddy.

POPULATION AND LITERACY

According to the Census 2011, Total population of this district is 1942288 comprising 967709 males and 974579 females. This district is one among the district in the state having more female population when compare to male population. The density of population was 458 person per sq.km. The sex ratio of this district was 1007 females for 1000 males and nearly 49.5% of the total population lives in rural areas. The total literates of this district is 1398788 comprising 760375 males and 638413 females. The literacy rate of this district is 80.15%. Nearly 49% of population are labourers in this district

AGRICULTURE

The Gross area under cultivation was 136651.410 Hectares during last year Net area cultivated was 131062.580 hectares. The cultivation of all crops was 38% in the total Geographical area, out of this 53702.610 hectares were irrigated during the year. Maize was the main crop cultivated in this district, paddy, cholam, maize, cotton, pulses and groundnut were also cultivated during the year to a considerable extent. Cardamom was cultivated in 325 hectares in Rajapalayam Taluk during the year.

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 290 major tanks and 707 minor tanks in this district, next to tanks about 25271 wells are used for irrigation. There are 6 reservoirs in this district, ie. Kovilar, Periyar, Annaikuttam, Golvarpatti, Kullorsanthai and Vembakottai.

Minining

The Mining of minor minerals like Limekankar, Blue metal, Dimension stone, brick sand and Gravels are active in the district. Private companies play a major role in mining activity for minor minerals, whereas the Government agency like TAMIN takes part in mining dimension stones in the district. The major mineral crystalline limestone is being mined by private parties like Ramco Cements Limited and Tamilnadu State Government owned Tamilnadu Cement Corporation Limited for captive cement production and other small private parties. In total, 143 no's quarry leases for blue metal/rough stone have been sanctioned for road and building material, some leases for making M-sand, 34 granite (leptynite) quarry leased for dimension stone, 26 leases were granted for limestone to private parties to supply as a raw materials for cement manufacturing and soap industries, 9 gravel and 12 brick earth quarries are leased for road material and making bricks

INDUSTRIES

Limestone of different grades, granite and sand are major minerals of economic value found in the district. 70% of the total production of matches and 90% of fireworks in India are manufactured in Sivakasi and Sattur taluks of this district. Sivakasi is not only famous for fire works but also famous as a industrial town for printing technology works. In and around Sivakasi 488 fireworks, 3989 matchworks, 373 printing presses 206 off-set printing presses and 20 paint production companies are functioning, and it provides employment to thousands of persons. Now only 10% of printing work is done in Sivakasi instead of 60% in the earlier years.

Rajapalayam is an another important Industrial town where a large number of spinning mills and ginning factories are located. Nearly 49 Mills are functioning in this district especially in Rajapalayam / Aruppukottai areas.

Surgical cotton and bandage cloth are also manufactured in and around this town. As the location of this town is on the eastern slope of westernghats, the climatic condition prevalent throughout the year is best suited for cotton industries. Now cotton Lint (candy) arrives from Andhra, Gujarat and we are also importing from China to meet out the demands of mills due to shortage of cotton crop. The Sundaram Fasteners Ltd., and Sundaram Abex Ltd., of TVS Group, Manufacturing bolts and nuts and automobiles ancillary parts are located in the backward areas of kariapatti block. Tamilnadu Cements at Alangulam, a Government undertaking has an annual installed capacity of 4,00,000 M.T., and Madras cements (Ramco) Ltd., at Thulukkapatti has an annual installed capacity of 7,50,000 M.T. Handloom weaving of cotton textiles is an ancient occupation followed in this district. Nearly 57 weaver co-operative societies are registered and among that 53 are functioning. All this industries providing large scale employment to the rural as well urban population of the district.

TRADE

In Tamilnadu, Virudhunagar is regarded as an important trading centre from where cardamom, chillies, processed pulses, oils etc are supplied. Chillies oil, Cardamom and Wax matches are also exported to other foreign countries. It would not be an exaggeration, if we say that the prices of the pulses, cottonlint are fixed only at Virudhunagar cotton market.

PUBLIC HEALTH AND MEDICAL CARE

There are 11 Hospitals, 58 Primary Health Centres, 245 Health sub centres including 1 Ayurvedic and 11 Sidha units and 4 dispensaries in this district.

EDUCATION

There is one Kalasalingam University at Krishnankovil, 12 Engineering and Technology Colleges, 23 Arts and Science Colleges, 2 Pharmacy colleges, 3 Nursing Colleges, 14 Polytechnic colleges, 4 Hotel Management and Catering Colleges, 6 Teacher Training Institutes, 17 B.Ed., Colleges, 4

Special Schools for differently abled person, 10 industrial Training Institutes, 1005 primary schools, 215 Middle schools, 113 High Schools, 165 Higher Secondary Schools, 81 Matriculation Schools, 7 ICSE Schools, 32 CBSE Schools, including one Kendra Vidhyalaya School are running in this district.

CO-OPERATION

There is one Central Co-operative bank with membership of 491 persons. There are 180 primary Agricultural Co-operative banks with membership of 261899 persons, primary Land Development Bank - 5 with membership of 20516, 15 Housing Co-operative societies with membership of 32400 persons and so on. Further there is a Dairy Farm, which produce Milk, Ghee, Butter and pasteurized milk. There are 109 Co-operative milk producers societies in this district.

CHAPTER-4

AVAILABLE INFRASTRUCTURE FOR INSUTRIAL DEVELOPMENT

4.1 Roads in the Districts

| Item | Cement Concrete (in Kilometres) | Bituminous Mecadam Surfaced Roads (in Kilometres) | Water Bound Mecadam Surfaced Roads (in Kilometres) | Total Surfaced Roads (in Kilometres) | Unsurfaced Roads (in Kilometres) | Grand Total (in Kilometres) |
|-----------------------------|---------------------------------|---|--|--------------------------------------|----------------------------------|-----------------------------|
| NH-7, NH 45B, NH 208 | NA | 147.6 | NA | 147.6 | NA | 147.6 |
| State Highways | 4.36 | 353.19 | NA | 353.19 | NA | 357.54 |
| Municipal Roads | 205.01 | 285.55 | 24.57 | 310.12 | 110.92 | 626.05 |
| Major District Roads | 2.82 | 301.72 | NA | 301.72 | NA | 304.54 |
| Other District Roads | 11.24 | 1009.61 | NA | 1009.61 | NA | 1020.85 |
| Panchayat Union Road | 13.71 | 1750.35 | 173.71 | 1924.06 | 1054.91 | 2992.67 |
| Town Panchayat Roads | 84.94 | 61.33 | 16.514 | 77.84 | 22.73 | 185.49 |

[https://tn.data.gov.in/resources/length-roads-virudhunagar-district-dhb-201718#web catalog tabs block 10](https://tn.data.gov.in/resources/length-roads-virudhunagar-district-dhb-201718#web_catalog_tabs_block_10)

4.2 Water Availability

The district is part of the composite east flowing river basin, “Between Gundar and Vaippar” as per the Irrigation Atlas of India. Vaippar, Arjuna River, Gundar, and Deviar, Nichibanadhi, Kovilur and Periyar are the important Sub-basins/Watersheds. It is also characterised by relatively high level of ground water development in both hard rock and sedimentary aquifers.

| S.No | Name of Towns | Population | Present Water Supply Level LPCD |
|-----------------------|----------------|------------|---------------------------------|
| Municipalities | | | |
| 1 | Sivakasi | 71040 | 48 |
| 2 | Rajapalayam | 130442 | 42 |
| 3 | Sathur | 29398 | 64 |
| 4 | Srivilliputhur | 75396 | 44 |
| 5 | Virudhunagar | 72296 | 59 |

| | | | |
|------------------------|-----------------|-------|-----|
| 6 | Aruppukkottai | 87722 | 46 |
| 7 | Thiruthangal | 55362 | 43 |
| Town Panchayats | | | |
| 1 | Chettiyarpatti | 17520 | 23 |
| 2 | Mallankinaru | 12986 | 47 |
| 3 | Vathiraruppu | 16784 | 41 |
| 4 | Sundarapandiyam | 8513 | 108 |
| 5 | Kariyapatti | 18191 | 49 |
| 6 | V.Pudupatti | 8316 | 43 |
| 7 | Seithur | 20228 | 33 |
| 8 | S.Kodikulam | 12713 | 34 |
| 9 | Mamsapuram | 18635 | 55 |

*<https://www.twadboard.tn.gov.in/content/virudhunagar>

4.3 Power

Tamil Nadu is already a pioneer state in implementing 24x7 Power to all sectors. The state has already achieved 100% village electrification level. The district Instantaneous Demand is 475MU and Sustained Peak Demand is 398 MU. The district is managing with very few less power cuts; Industries in Virudhunagar consumed 1699.78 mu of electricity in the year 2017-18. The district adjusts the power supply accordingly, and there is scope of increasing in industries as whole due to the merits. The below table depicts the total consumption of electricity in various categories from 2015-18.

| Sectors | Consumption in M.U. (2015-16) | Percentage of the Consumption | Consumption in M.U. (2016-17) | Percentage of the Consumption | Consumption in M.U. (2017-18) |
|---|-------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| Industries | 1841.97 | 50.64 | 1769.46 | 64.93 | 1699.78 |
| Agriculture & Huts | 57.52 | 1.58 | 187.92 | 6.89 | 187.18 |
| Domestic | 516.7 | 14.21 | 544.51 | 19.98 | 551.8 |
| Commercial | 115.43 | 3.18 | 124.1 | 4.55 | 130.39 |
| Public lighting & Public Works | 82.49 | 2.31 | 67.98 | 2.49 | 65.64 |
| Sales to licences | NA | NA | NA | NA | NA |
| Sales to Other States | NA | NA | NA | NA | NA |
| Miscellaneous | 1023.44 | 28.13 | 31.21 | 1.15 | 30.72 |
| Total | 3637.55 | 100 | 2725.18 | 100 | 2665.51 |

* https://tn.data.gov.in/catalog/virudhunagar-district-hand-book-2017-18-electricity#web_catalog_tabs_block_10

4.4 Railways

Both Broad and Meter Gauge section of the Southern Railway serve Virudhunagar. The newly laid Broad Gauge line links Tuticorin with Chennai. In the District, the Broad Gauge route line covers 43.16 km, and the Meter Gauge 125.17 km. At present, gauge conversion takes place from Virudhunagar to Rajapalayam and once this project is over, the entire district will be ready for Broad gauge railway transportation.

| S.no | Items | Length in KMs |
|------|----------------------------|---------------|
| 1 | Route Length (Kms) | |
| | Broad Gauge | 167.87 |
| | Meter Gauge | - |
| 2 | Track Length (Kms) | |
| | Broad Gauge | 188.34 |
| | Meter Gauge | - |
| 3 | Number of Railway Stations | 11 |

* <https://tn.data.gov.in/catalog/virudhunagar-district-hand-book-2017-18->

lectricity#web_catalog_tabs_block_10

4.5 Industrial Estate/ Areas and Parks

| Virudhunagar District Industrial Estates | | | |
|--|-------------------------------|-------------------|------------------|
| Sl.No | Name of the Industrial Estate | Year of Formation | Extent(in Acres) |
| 1 | Virudhunagar | 1958 | 45.65 |
| 2 | Virudhunagar(Urban) | 2013 | 37.54 |
| 3 | Rajapalayam | 1995 | 41.13 |

<https://tansidco.org/>

4.6 State & Central Government Schemes and Incentives for the development of MSMEs

1. Subsidy schemes for micro manufacturing enterprises

- 25%Capital Subsidy on the value of eligible plant and machinery.
- 20% low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection, whichever is later.
- Stamp duty exemption on mortgaged and pledged documents.

- For detailed guidelines click (G.O.Ms.No.14, MSME (B) Dept., dt. 07.05.2008)

2. Subsidy schemes for Industrially Backward Blocks and Agro Based Enterprises

Micro, Small and Medium Manufacturing Enterprises established in 251 industrially backward blocks, all industrial estates promoted by the Government and Government Agencies like SIPCOT, SIDCO, etc., (excluding Industrial Estates located within a radius of 50 Kms from Chennai city centre) and agro based enterprises set up in all the 385 Blocks in the State are eligible for the following package of incentives:

- 25% capital subsidy on the value of eligible plant and machinery subject to a maximum of Rs.30 lakh.
- 5% additional employment intensive subsidy on the value of eligible plant and machinery for providing employment to 25 workers for 3 years within the first 5 years from the date of commencement of commercial production, subject to a maximum of Rs.5 lakh.
- 5% additional capital subsidy on the value of eligible plant and Machinery for enterprises set up by women, SC/ST, differently abled and transgender entrepreneurs subject to a maximum of Rs.2 lakh.
- 25% additional capital subsidy on the value of eligible plant and machinery installed to promote cleaner and environment friendly technologies subject to a maximum of Rs.3 lakh, if certified by the Tamil Nadu Pollution Control Board.
- 20% low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection whichever is later.
- For detailed guidelines click (G.O.Ms.No.14, MSME (B) Dept., dt. 07.05.2008)

3. Special Capital Subsidy for Thrust Sector Enterprises

A Special Capital Subsidy of 25% on the eligible plant and machinery subject to a maximum of Rs.30 lakh is extended to 13 thrust sector enterprises setup anywhere in the State viz., Electrical and Electronic Industry, Leather and Leather goods, Auto parts and components, Drugs and Pharmaceuticals, Solar Energy Equipment, Gold and Diamond Jewellery for exports, Pollution Control equipments, Sports Goods and Accessories, Cost effective building materials, Readymade Garments, Food Processing, Plastic and Rubber Industries. For detailed guidelines click (G.O.Ms.No.14, MSME (B) Dept., dt. 07.05.2008)

4. Generator Subsidy

The Micro, Small and Medium manufacturing enterprises anywhere in the State, which purchase Generator sets up to 320 KVA capacity are eligible for a Generator Subsidy at 25% of the cost of the generator set, subject to a maximum of Rs.5 lakh. For detailed guidelines click (G.O.Ms.No.27 MSME (D2) Dept. dt. 21.05.2009)

5. Back-ended Interest Subsidy

Back-ended interest subsidy at the rate of 3%, subject to a maximum of Rs.10.00 lakh for a period of 5 years is being provided to Micro, Small and Medium Manufacturing Enterprises for term loans up to Rs.1 crore obtained for Technology up-gradation / modernization and Credit Guarantee Fund Trust Scheme (CGFTS). For detailed guidelines click (G.O.Ms.No.14, MSME (B) Dept., dt. 07.05.2008)

6. New Entrepreneur cum Enterprise Development Scheme (NEEDS)

Under this scheme, educated youth will be given entrepreneur training, assisted to prepare their business plans, and helped to tie up with financial institutions to set up new business ventures, besides linking them with major industrial clients. They will be assisted to avail term loans from

Banks/Tamil Nadu Industrial Investment Corporation (TIIC) with capital subsidy at 25% of the project cost not exceeding Rs.25lakhs and soft loans with 3% interest subvention. Around 1,000 entrepreneurs will be trained each year under this scheme. Under this scheme, at least 50% of the beneficiaries will be women. The scheme aims to provide training to young first-generation entrepreneurs in conceiving, planning, initiating, and launching a manufacturing or service enterprise successfully. Educated youth with any Degree, Diploma, ITI / Vocational Training from recognized Institutions, aspiring to become entrepreneurs would be eligible for assistance under the scheme. The Industries Commissioner and Director of Industries and Commerce would be overall in-charge of implementation of the scheme under the supervision of the Principal Secretary, Micro, Small and Medium Enterprises Department, Government of Tamil Nadu.

Objectives

- (i) Educated youth will be given entrepreneurship training to groom them as first-generation entrepreneurs on the essentials of conceiving, planning, initiating and launching a manufacturing or service enterprise successfully.
- (ii) On completion of the training program they would be assisted to prepare their business plans and helped to tie up with financial institutions to get term loan, to set up manufacturing or service enterprises with a project cost not exceedingRs.1.00 crore and capital subsidy of 25% of project cost not exceeding Rs.25.00lakhs with 3% interest subvention to be provided by the State Government.
- (iii) Subject to availability, they would also be provided with reservation up to 25% for allotment of Plots / Sheds in SIDCO Industrial Estates in the State.

Who can apply?

| | |
|---|---|
| TO AVAIL LOAN ASSISTANCE WITH SUBSIDY UNDER NEW ENTREPRENEUR CUM ENTERPRISE DEVELOPMENT SCHEME(NEEDS) | |
| Individual / Partners Should Be First Generation Entrepreneur | |
| Educational Qualification | Degree / Diploma / ITI or Vocational Training from the recognized Institution |

| | | |
|----------------------|--|----------|
| Annual Family Income | No Ceiling | |
| Age Limit | Minimum | 21 Years |
| | Maximum for General Category | 35 Years |
| | Minimum for Special Category (SC/ST/BC/MBC/MINORITIES/Ex-Servicemen/Differently abled/Transgender) | 45 Years |

7. Unemployed Youth Employment Generation Programme (UYEGP)

The Micro, Small and Medium Enterprises Department, Government of Tamil Nadu introduced the scheme “Unemployed Youth Employment Generation Programme (UYEGP)” which aims to mitigate the unemployment problems of socially and economically weaker section of the society, particularly among the educated and unemployed to become self-employed in their native places itself and to prevent the mass migration from rural areas to urban areas due to unemployment by setting up Manufacturing / Service / Business enterprises by availing loan up to the maximum of Rs.10 Lakhs, Rs. 3 Lakhs and Rs. 1 Lakh respectively with subsidy assistance from the State Government up to 25% of the project cost (Maximum to a limit of Rs.1.25 Lakhs).The Commissionerate of Industries and Commerce is the Nodal Agency at State level to implement the scheme across the state. The scheme is applicable to all areas in the State including rural and urban areas.

Objectives

- (i) To generate employment opportunities for the educated unemployed in their native places itself, by setting of self-employment ventures in Micro enterprises in Manufacturing Service and Business sectors.
- (ii) Preventing mass migration from rural areas to urban areas due to unemployment.
- (iii) To provide livelihood opportunities to the marginalized people in rural and urban areas.

(iv) To facilitate provision of collateral free advances under Credit Guarantee Trust for Micro, Small Enterprises (CGTMSE) dovetailing under Unemployed Youth Employment Generation Programme.

8. Stand Up India Scheme

Stand-Up India Scheme Facilitates bank loans between Rs.10 lakh and Rs.1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one-woman borrower per bank branch for setting up a Greenfield enterprise. This enterprise may be in manufacturing, services or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or woman entrepreneur.

9. PRADHANA MANTRI MUDRA YOJANA (PMMY)

Pradhan Mantri MUDRA Yojana (PMMY) is a scheme launched by the Hon'ble Prime Minister on April 8, 2015 for providing loans up to Rs. 10 lakhs to the non-corporate, non-farm small/micro enterprises. These loans are classified as MUDRA loans under PMMY. These loans are given by Commercial Banks, RRBs, Small Finance Banks, Cooperative Banks, MFIs and NBFCs. The borrower can approach any of the lending institutions mentioned above or can apply online through this portal. Under the aegis of PMMY, MUDRA has created three products namely 'Shishu', 'Kishore' and 'Tarun' to signify the stage of growth / development and funding needs of the beneficiary micro unit / entrepreneur and also provide a reference point for the next phase of graduation / growth.

10. CGTMSE

The Credit Guarantee Scheme for Micro and Small Enterprises (CGS) was launched by the Government of India (GoI) to make available collateral-free credit to the micro and small enterprise sector. Both the existing and the new enterprises are eligible to be covered under the scheme. The Ministry of Micro, Small and Medium Enterprises, GoI and Small Industries

Development Bank of India (SIDBI), established a Trust named Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE) to implement the Credit Guarantee Scheme for Micro and Small Enterprises.

Eligibility/ Applicability : New as well as existing Micro & Small Enterprises. Guarantee coverage ranges from 85% (Micro Enterprise up to Rs 5 lakh) to 75% (others). 50% coverage is for Retail Activity

Nature of Assistance : The credit facilities which are eligible to be covered both term loans and/or working capital for collateral free loan up to a limit of Rs. 200 lakh is available for individual MSE on payment of guarantee fee to bank by the MSE

All the schemes are enlisted in www.dcsmse.gov.in

CHAPTER-V INDUSTRIAL SCENARIO

Tamil Nadu is one of fast moving and advance state in the country. The success of the economy is driven by commitment towards industrial growth. Tamil Nadu ranks the top in number of factories and industrial workers, leaders in terms of industrial output and second-largest state economy in the country contributing to 8.4% of India's GDP. Tamil Nadu has been a significant contributor to India's growth story and has witnessed consistent economic growth for decades.

The State continues to be a national leader in exports of automobiles and automotive components, leather products, software, and ready-made garments. Many globally renowned companies have set up their manufacturing facilities in Tamil Nadu. The State is home to over 70 Fortune 500 companies.

Virudhunagar District has a major concentration of industrial clusters found clustered in and around Virudhunagar, suttur, Rajapalayam, Srivilliputtur, rajapalayam and arruppukottai. Virudhunagar district is known for concentration of multiple enterprises in different part of the district. Each block is unique in nature. Concentration industries like Match, Fireworks, Printing, Oil Extraction, readymade garments, Brick Making, Surgical cotton, textile products, cement, lime based products, rice mill, paper products, food industries, tin containers, gold jewellery making in different parts of the district the district offer multiple intervention for further development. It attracts the attention of the policy makers and reaches to anchor the industrial development in a balanced matter across the district.

Rajapalayam is the chief centre for spinning mills and ginning factories. Cotton is a major commercial crop of the District and the cotton industry therefore occupies an important place in the economy. Surgical cotton and bandage cloth are manufactured here. Textile mills in the produce a variety of cotton yarn and valued added textile products.

The District has huge deposits of limestone and gypsum,. It paves the way to establish lime based and cement industry Tamil Nadu Cements – a Public Sector undertaking at Alangulam and Madras Cements – a Private Sector undertaking at Thulukkapatti are two large cement producing units situated in this district.

Sivakasi and Sattur are known for the match industry. There are over 4500 match unit concentrated in this district giving employment to more than lakh plus people. There are nearly 450 fire works factories giving direct employment, to about 40,000 workers and about 1 lakhs indirect such as paper tube making, Wire cutting, Box making sale distribution in the country side. The market for fire works is likely to grow at the rate of 10% per annum. The annual output is over 50,000 tones, and turn over (at factory cost) around Rs.350 crores according to industrial sources.

Explosives for blasting are also manufactured here. Over 70% of the total production of matches and fireworks in India is manufacture in Virudhunagar District. A large percentage of crackers are exported.

Sivakasi, renowned the world over for its printing, Litho Presses, offset printing machines of which is the second largest number in the world, next to Guthenburg, a city in Germany. Around 450 printing presses including offset & flexo types are located in and around Sivakasi.

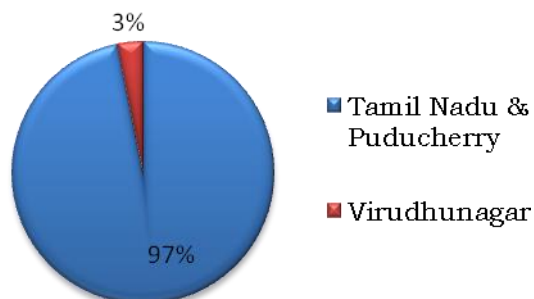
The printing industry was originally established to supply labels for the match and firework industries. Soon the industry developed and diversified into other areas of printing like books, posters, greeting cards and diaries. Sivakasi now offers state of theart, world class printing facilities.

Sattur town was once very famous for fountain pen Nib manufacturing industries. More than 2000 families were involved in this industry. But during the recent times, usage of fountain pen has come down to larger extent and hence the industry is in declining trend. This industry, which was once the bread winning industry of the town have almost, vanished now.

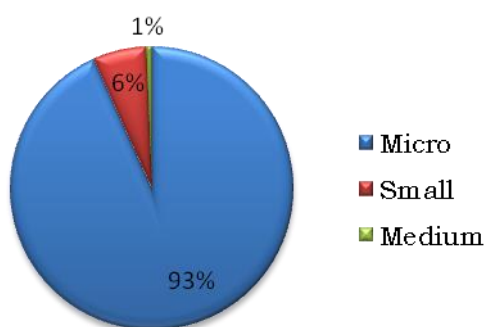
5.1 Category-wise available Micro small and Medium Enterprises

As on 31st July 2021, the total registered MSME units under Udyam Registration portal is around 4,62,607, out of which 11194 units were registered from Virudhunagar district. In percentage, Virudhunagar district represented 3% of MSMEs from the state.

Total MSMEs in Virudhunagar District



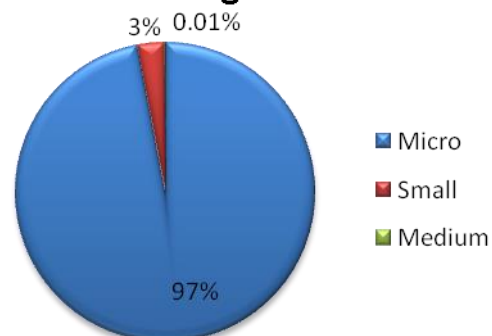
Manufacturing Units in Virudhunagar



Under manufacturing category, 93% of units in the district are micro, 6% small and 1% medium enterprises.

Likewise under the service category 97% are micro, 3% small and less than 1% medium enterprises.

Service units in Virudhunagar District



5.2 KHADI & VILLAGE INDUSTRIES

| Details of Artisan in the District | |
|---|-----|
| TOTAL ARTISANS: | 538 |
| Weaver | 228 |
| Spinner | 252 |
| Production Karyakarta | 40 |
| Office Karyakarta | 18 |

| Performance Details of the District | | | |
|--|-----------------|----------------------------------|-----------------------------|
| Year | Khadi VI | Production (Rs. in Lakhs) | Sales (Rs. in Lakhs) |
| 2016-17 | KH | 350.95 | 106.96 |
| 2016-17 | VI | 4.06 | 4.95 |
| 2016-17 | Total : | 355.01 | 111.91 |
| 2017-18 | KH | 324.74 | 502.56 |
| 2017-18 | VI | 6.45 | 25.79 |
| 2017-18 | Total : | 331.2 | 528.35 |
| 2018-19 | KH | 352.26 | 439.19 |
| 2018-19 | VI | 0 | 10.44 |
| 2018-19 | Total : | 352.26 | 449.63 |
| 2019-20 | KH | 393.91 | 133.23 |
| 2019-20 | VI | 5.91 | 4.16 |
| 2019-20 | Total : | 399.82 | 137.39 |
| 2020-21 | KH | 308.44 | 474.86 |
| 2020-21 | VI | 3.12 | 18.6 |
| 2020-21 | Total : | 311.56 | 493.45 |
| Total : | | 1749.84 | 1720.73 |

https://www.kviconline.gov.in/khinstprofile/reports/generateInst.jsp?BEN_CD=257

5.3 Export promotion and import substitution

Tamil Nadu is the 3rd largest exporting state in the country, constitutes of 9.25% of overall exports. Overall export volume is estimated to be USD 30.5 Billion. Majorly products such as automobile, leather, readymade garments, and footwear are exported.

To promote exports Government of Tamil Nadu has come forward with many schemes. Some schemes such as financial assistance to the MSME sector for participation in Trade Fair abroad and their few more central government schemes like Merchandise Exports from India Scheme (MEIS), Service Exports from India Scheme, Export Promotion Capital Goods, Transport and Marketing Assistance, Advance Authorization Scheme, Duty Drawback Scheme, Interest Equalization Scheme etc.

Coming to Virudhunagar District, cotton grey cloth & Bandage Cloth, fireworks, safety matches, cements, printing materials, cotton yarn, gingelly oils are produced at it best of quality. These products have export promotional.

CHAPTER-VI

PROSPECTS OF NEW MSMES/ INDUSTRIAL DEVELOPMENT

This chapter will attempt to indentify new markets such as green technology, E- waste, solid waste and prospects, further listing of the products which are in demand and potential for new and up scaling of entrepreneurship development for the District.

6.1 Green Technologies: A renewable energy based future is necessary not only addressing climate change challenges, but also for local communities to move away from the current fossil fuel economy, reduce pollution, enhance energy security, lower risk of fuel spills and reduce the need for imported fuels. Also, it helps in conserving the nation's natural resources. The State has announce many initiative for green technologies, one such is **Tamil Nadu Electric Vehicle Policy 2019**, the policy will encourage new enterprises by providing capital subsidy and SGST reimbursement, electricity tax exemption, stamp duty exemption and special package for EV battery, EV venture Capital funds and many. Virudhunagar has a scope of utilizing EV ventures and other green technologies manufacturing units as listed below.

| S.no | List technologies |
|-------------|-----------------------------------|
| 1 | ELECTRIC AUTOMOBILES |
| 2 | WASTE-WATER ELECTRICITY GENERATOR |
| 3 | BIOMIMICRY |
| 4 | CARBON CAPTURE |
| 5 | ARTIFICIAL PHOTOSYNTHESIS |
| 6 | SMART METERS |
| 7 | MOLTEN SALT STORAGE |
| 8 | WASTE-SOURCED BIOFUEL / PYROLYSIS |

6.2 E-Waste: Tamil Nadu has been a forerunner in IT revolution; it was one of the first states in the country to have 'IT Policy' in the year 1997. The state is a popular destination for both hardware and software industry, which also means large generation of e-waste. For the FY 2019-20, 37235.66 (T/anum) waste was collected, which includes electrical and electric equipments, IT and Hardware and other telecom and packaging materials. Tamil Nadu has 28 authorised lists of e waste dismantlers and 2 e- waste recyclers. In future the generation of these wastes may double, setting up dismantling and recycling units are good scope for new strat-ups. **None, recycling or dismantlers are from virndhunagar District, scope of setting up units are very high.**

6.3 Solid waste: In Tamil Nadu there are 12 Corporations, 124 Municipalities and 528 Town Panchayats. In total the solid waste generation is 14,600 Tonnes per day. The Greater Chennai Corporation generates 5000 TPD, 11 Corporation and all Municipalities generate about 7600 TPD and all the town panchayat generates 2000 TPD. The Board is advocating the concept of waste segregation at source, waste reduction, recycle and reuse to avoid any environmental issues during handling.

In Virudhunagar District, there are 7 Municipalities and 9 Town Panchayats. The total quantity of Solid Waste Generation is around 142.65 tons / day and the wet Solid Waste is Composted/Vermi Composted. While, the Plastic Waste is collected, partly used for recycling and partly in Road lying while the inserts are being disposed in the landfill sites. **Very few units found in Vermi-composting, Bio Methanisation, Segregation and handing over of domestic hazardous waste like paint drums, CFL bulbs, printers etc, to the TNPCB authorized industries / facilities in the district. Scope of having more enterprise in this arena is profitable.** Not only are the entrepreneurs going to get benefited out it, the community of Virudhunagar itself going to get benefited.

*source Tamil Nadu pollution contribution board

6.4 List of potential products and services

| S.no | Industries | Product /Services |
|------|---------------------------------|---|
| 1 | Agro , livestock and Food Based | Chettinad Food Products, Snacks Spices, Pickles, food trucks (as in road moving hotels), Dall, Edible Oil, Mango pulp, Guava products, Banana, Amla Juice, Tomato products, coriander powder, quail units, meat products, milk based products, cold storage, dehydrated vegetables etc. |
| 2 | Chemical and allied | Cement Paints, Electro Cardiogram Paper (E.C.G. Paper), Mosquito Repellent gel, Teflon Products, Fireworks, Crackers Matches, Public Displaying items, Safety Matches, Organic Chemicals etc. |
| 3 | Mineral based | Lime Powder |
| 4 | Engineering and metal based | Mini cargo carrier, Tin scraping, Tin containers, Mfg. Machine for Match Box, Locks, |
| 5 | Electrical and electronics | Electrical tube light fitting, table fan, chokes for sodium /mercury vapours, automatic switches for electrical gadgets, auto Miniature Lamp, Electronic gas lighters, and loud speakers. |
| 6 | Leather | Children shoes, full PVC foot wear, leather chappals, shuttle cock, Nubuck leather, Injection moulded shoes, sports |

| | | |
|----------|-----------------------------------|--|
| | | foot wear, leather waist belt etc. |
| 7 | Printing | Diaries printing , Text Books printings, Calendars printings, catalogues, Catch covers, Packaging Books and Periodicals Packaging, cartoon packaging, Wed Glue and Self adhesive Lables |
| 8 | Textile | Petticoat, Braziers, Sari, towel, lungi, Gents readymade garments, bed sheets, pillow and covers, baby boomers suits, school uniforms, textile screen printing etc |
| 9 | Ancillary and other miscellaneous | Surgical Cotton Guaze and Bandage Cloth, Aluminium utensils, desktop publishing, medical transcription, rural BPOs, repair and services centre for electronics, app based repair services, mobile phone repairing, Air conditioner and refrigeration repair , training institute, tuition centre, baby care centre, play schools, IT consulting organization, ITES etc |

CHAPTER-VII

SCHEMES AND INTERVENTION

Chapter-5 deliberated on various schemes of state and central government. This chapter will produce performance of the scheme with respect to the district, Details of Micro small Enterprises –Cluster development status and potential. Further this chapter will also cover list of large scale units, no. of MSME units , CPSUs and no of college and Polytechnics.

7.1 Micro Small Enterprise –Cluster Development Programme

Tamil Nadu is one of the successful States in implementing the MSE- CDP scheme for the benefit of MSE units under group initiatives. This Institute, with the active support of Government of Tamil Nadu was able to achieve success in implementation of 44 clusters in the State of Tamil Nadu under the MSE-CDP Scheme.

Tamil Nadu Small Industries Development Corporation (TANSIDCO) is the implementing and fund routing agency for all the clusters under MSE-CDP in the State of Tamil Nadu. Common Facility Centre (CFC) for 26 Clusters has already been completed successfully. 18 CFCs are in various stages of completion. **Out of which, 5 clusters are from Virudhunagar District.**

Below table enlist the completed clusters from Virudhunagar district.

| (Rupees in Lakhs) | | | | | | | |
|-------------------|--|--------------|---------------------|-----------|----------------|---------------------|-------|
| SL. No. | Cluster name | District | Project cost of CFC | SPV share | Bank term loan | Grant Received from | |
| | | | | | | GOI | GOTN |
| 1 | Safety Matches, Virudhunagar | Virudhunagar | 156.00 | 25.00 | 34.73 | 76.99 | 9.65 |
| 2 | Safety Matches, Srivilliputhur. | Virudhunagar | 156.00 | 25.00 | 34.73 | 76.99 | 9.65 |
| 3 | Safety Matches, Sattur | Virudhunagar | 156.00 | 25.00 | 34.73 | 76.99 | 9.65 |
| 4 | Printing Cluster, Sivakasi | Virudhunagar | 1314.75 | 180.28 | 276.00 | 767.80 | 90.66 |
| 5 | Garment Cluster (Women), Dhalavaipuram | Virudhunagar | 104.24 | 20.60 | 0.00 | 62.48 | 9.36 |

Potential clusters

| Sl.NO | Name of the Cluster | Location in the District | Major Items manufactured | Remarks |
|-------|--|---|---|------------------------|
| 1 | Fireworks | Sivakasi & radius of 30 kms. | Fireworks, Crackers, Sparklers, Amorges, Serpent Eggs, Colour Matches, Public Displaying Items, etc., | Dynamic Cluster |
| 2 | Surgical Cotton Guaze and Bandage Cloth | Chathrappatti. | Surgical Cotton Guaze and Bandage Cloth | Dynamic Cluster |
| 3 | Safety Match | Sivakasi, Sathur & Virudhunagar. | Safety Matches. | Dynamic Cluster |
| 4 | Printing | Sivakasi. | Stationery: Dairy, Text Books, Calendars, Catalogues, Catch Covers. Packaging Books and Periodicals Packaging, Flexible and Cartoon Packaging., Labels : Wed Glue and Self adhesive Labels. | Dynamic Cluster |
| 5 | Lime Powder | Rajapalayam | Lime powder | Moderate |
| 6 | Jewellery | Aruppukottai, Srivilliputtur | Jewellery making | Moderate |
| 7 | Textile | Rajapalayam Aruppukottai | Textile weaving | Moderate |
| 8 | food items | Srivilliputtur | Milk items | Moderate |
| 9 | Lock | Rajapalayam | Lock making - Hand | Moderate |
| 10 | Oil | Viruthunagar | Oil extraction | Moderate |
| 11 | Readymade garments | Thalavipuram | Women cluster | Active |
| 12 | Brick | Watrap | Bricks | Moderate |
| 13 | Jagerry and palm products | Viruthunagar | Karuppatti | Moderate |
| 14 | Honey processing and Herbal extradition , (Tribal Cluster) | Suduragiri Hills, Palavakkal Dam, Ayyanarkoil etc | Honey processing and Herbal extradition | Active |

7.2 New Entrepreneur -Cum-Enterprise Development Scheme (NEEDS)

Number of application received for the year 2020-21 was 3695 though out Tamil Nadu out which 67 was from Virudhunagar. Post the verification and task force recommendation, 34 application qualified Task force Committee (TFC), out of which 24 application actually sanctioned for a total of Rs.315. 94lakhs.

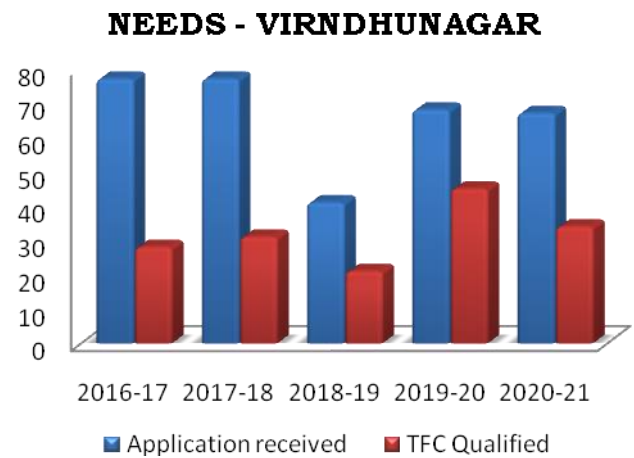
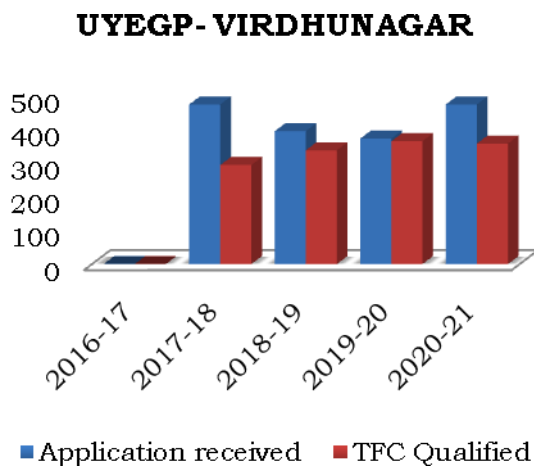


Chart depicts last five years of application received and TFC qualified.

7.3 UNEMPLOYED YOUTH EMPOLYMENT GENERATION PROGRAMME (UYEGP)

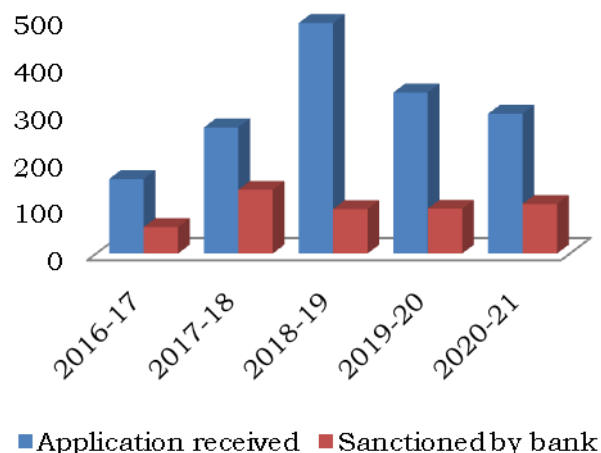


Number of application received for the year 2020-21 was 16745 though out Tamil Nadu out which 477 was from Virudhunagar. Post the verification and task force recommendation, 360 application qualified TFC, out of which 162 application actually sanctioned for a total of Rs.136.80lakhs.

7.4 PRIME MINISTER EMPLOYMENT PROGRAMME (PMEGP)

The Government subsidy under the scheme will be routed by DIC/KVIC through the identified Banks for eventual distribution to the beneficiaries/entrepreneurs in their Bank accounts. For the year 2020-21, 22631 applications received for the state of Tamil Nadu, out of which 296 applications was from the district. 105 applications sanctioned by bank for Rs.336.97.

PMEGP -VIRNDHUNAGAR



7.5 MUDRA Scheme

The progress of Stand-Up India Scheme in Tamil Nadu and in Virudhunagar for the year 2020-21 is described in the table below.

| Shishu in Virudhunagar (Nos. in actual & amount Rs. In Crore) | | |
|---|-------------------|---------------------|
| No. of accounts | Sanctioned Amount | Disbursement Amount |
| 47065 | 143.39 | 142.05 |
| Kishore in Virudhunagar (Nos. in actual & amount Rs. In Crore) | | |
| No. of accounts | Sanctioned Amount | Disbursement Amount |
| 8354 | 103.33 | 100.55 |
| Tarun in Virudhunagar (Nos. in actual & amount Rs. In Crore) | | |
| No. of accounts | Sanctioned Amount | Disbursement Amount |
| 882 | 59.86 | 57.43 |

7.6 Stand-up India

The progress of Stand-Up India Scheme in Tamil Nadu and in Virudhunagar for the year 2020-21 is described in the table below.

| SUI in Tamil Nadu (Amount Rs. In crores) | | SUI in Virudhunagar (Amount Rs. In Crores) | |
|---|---------------------|---|---------------------|
| NO.OF APPLICATIONS | DISBURSEMENT AMOUNT | NO.OF APPLICATIONS | DISBURSEMENT AMOUNT |
| 2794 | 98.86 | 22 | 0.25 |

7.7 CGTMSE (Credit Guarantee Scheme for Micro and Small Enterprises)

CGTMSE covers collateral free credit facility (term loan and/or working capital) extended by eligible lending institutions including Non-Banking Financial Company (NBFC) to new and existing micro and small enterprises up to ₹ 200 lakh per borrowing unit. During FY 2018, a total of 2,63,195 guarantees were approved for an amount of ₹19,066 crore. 30,282 guarantees were provided to MSMEs in Tamil Nadu State worth 1,784.11 Crore.

7.8 LIST OF LAGER SCALE UNITS

The district is not witnessing the strong presence of Medium scale enterprises. There are few Large scale enterprises in this district. They are mostly engaged in manufacturing Auto component, cotton and textile products, cement, and surgical cotton.

Major Industrial Groups in Virudhunagar District

- **TVS Groups**
- **RAMCO Groups**
- **Jeyavilas Groups**
- **Naatchiyar Groups**

7.9 List of CPSUs, Colleges and polytechnics

| S.no | Items | Nos |
|-------------|---|------------|
| 1 | CPSU | 0 |
| 2 | Universities | 0 |
| 3 | University Constituent Colleges | 2 |
| 4 | Art and Science college | 21 |
| 5 | College for Professional Education Engineering and Technology | 12 |
| 6 | Pharmacy College | 2 |
| 7 | Nursing College | 3 |

7.10 UDYAM REGISTRATION

The New Definition of MSME

The New Definition of MSME (w.e.f. from 01.07.2020)

A **micro enterprise**, where the investment in Plant and Machinery or Equipment does not exceed one crore rupees and turnover does not exceed five crore rupees.

A **small enterprise**, where the investment in Plant and Machinery or Equipment does not exceed ten crore rupees and turnover does not exceed fifty crore rupees.

A **medium enterprise**, where the investment in Plant and Machinery or Equipment does not exceed fifty crore rupees and turnover does not exceed two hundred and fifty core rupees.

| Composite Criteria: Investment in Plant & Machinery/equipment and Annual Turnover | | | |
|--|--|--|---|
| Classification | Micro Enterprise | Small Enterprise | Medium Enterprise |
| Manufacturing Enterprises and Services | Investment in Plant and Machinery or Equipment: Not more than Rs.1 crore and Annual Turnover; not more than Rs. 5 crores | Investment in Plant and Machinery or Equipment: Not more than Rs.10 crore and Annual Turnover; not more than Rs. 50 crores | Investment in Plant and Machinery or Equipment: Not more than Rs.50 crore and Annual Turnover; not more than Rs. 250 crores |

Now, the Union Ministry of Micro, Small and Medium Enterprises (MSME), vide its Notification Dated 26th June, 2020, proposed the new process of Classification and Registration of enterprises started from 1st July, 2020.

An enterprise for this purpose will be known as Udyam and its Registration Process will be known as 'Udyam Registration'. This can be done by visiting the website www.udyamregistration.gov.in.

Total Udyam Registrations under MSME DI, Chennai & Virudhunagar District as on as an end of July 2021.

| State/District | Micro | Small | Medium | Total |
|-------------------------|--------|-------|--------|--------|
| Tamil Nadu & Puducherry | 348286 | 21356 | 2407 | 372049 |
| Virudhunagar | 11189 | 729 | 76 | 11994 |

Total Manufacturing Sector Udyam Registrations under MSME DI, Chennai & Virudhunagar District as an end of July 2021.

| State/District | Manufacturing | | | Total |
|-------------------------|---------------|-------|--------|--------|
| | Micro | Small | Medium | |
| Tamil Nadu & Puducherry | 163870 | 14109 | 1712 | 179691 |
| Virudhunagar | 5700 | 569 | 67 | 6636 |

Total Service Sector Udyam Registrations under MSME DI, Chennai & Virudhunagar District as an end of July 2021.

| State/District | Service | | | Total |
|-------------------------|---------|-------|--------|--------|
| | Micro | Small | Medium | |
| Tamil Nadu & Puducherry | 271933 | 10084 | 861 | 282878 |
| Virudhunagar | 5489 | 160 | 9 | 5658 |

7.11 Industrial Estate and its vacancy details

| No | Name of Estate | Total No. Of Sheds | NHo. of Shed Occupied | Vacant |
|----|------------------------------------|--------------------|-----------------------|--------|
| 1 | Soolakkarai Virudhunagar | 54 | 54 | NIL |
| 2 | Watrap | 5 | 5 | NIL |
| 3 | Thiruchuli | 5 | 5 | NIL |
| 4 | Kariapatti | 20 | 20 | NIL |
| 5 | Rajapalayam | 21 | 21 | NIL |
| 6 | Cooperative Indl.Estate , Sivakasi | 147 | 146 | 1 |

CHAPTER- VIII

AATMA NIRBHAR BHARAT ABHIYAAN

(SELF-RELIANT INDIA MOVEMENT)

At a time when the world is suffering from a deadly pandemic, India plans to convert this crisis into an opportunity and strengthen its fight by becoming Aatmanirbhar or self-reliant. The term was coined by the Prime Minister of India, during his address to the nation on May 12, 2020. He called this campaign as Aatma Nirbhar Bharat Abhiyaan (Self- Reliant India Movement). He also defined five pillars of Aatmanirbhar Bharat – Economy, Infrastructure, System, Demography and Demand. He stressed that it is time to become vocal for our local products and make them global. Under this campaign, a special economic package has been released by the government, which will benefit various segments including cottage industry, Micro, Small and Medium Enterprises (MSMEs), labourers, middle class, and industries, among others.

8.1 The Five pillars of making India self-reliant

8.1.1ECONOMY

This district is a backward region from the point of view of Agriculture and general Economic conditions of the people. Principle crop such as paddy, cholam, cereals and cotton are grown at average. One the other side Virudhunagar district lead the country in production of matches, fireworks, and printing. These industries are mostly concentrated in and around sivakasi. Virudhunagar town leads for his cooking oil production, chicory , coffee seeds, dry chilles and pluses. Their two trade centres in the district one in Virudhunagar, and another in Rajapalayam.

Rajapalayam is second in weaving after Coimbatore in the state. Further to add more about the districts we can find spinning mills, ginning factories, power loom, handloom industries and few cement production factories in the districts.

8.2 INFRASTRUCTURE

This district has got a vocational advantage. It is very near to port of thoothkudi city. Have strong transport system. It is connected by one national high ways and three district highways. Railway connectivity is stronger like any other district in tamil Nadu. Besides, it is very near to Madurai and trichy airport. It has got good education facilities.

8.3 SYSTEM & VIBRANT DEMOGRAPHY

Virudhunagar District has a strong system like other district in Tamil Nadu. The district have 3 revenue administration with 9 talkus , 39 firkas and 603 village and the local Administration having 7 municipalities, 9 town panchyats and 450 village panchayats. Implementation of Tamil Nadu policy Facility such single widow system for facilitation MSMEs, incubation centres created by Min. of MSME and other ministries for development of new products, Facilitation one District industries centre for promotion enterprise development, District level bankers committee and LDM to bridge the gap between the enterprise and star-ups and support provided by various ministries sachems and schemes from DCMSME create and a strong and Vibrant system and demography.

8.4 DEMAND

It's an important that fireworks, matches and cooking oil is the hub. It has got potential demand in some of the prominent field highlighted. Moreover, young population are key to intelligent manpower in the coming future and improvement of standard of leaving.

Chapter-IX

DRAFT DISTRICT DEVELOPMENT PLAN

Virudhunagar districts are categorized as backward districts and the action plan is prepared for the inclusive development of Micro, Small and Medium Enterprises in these districts. A note on various schemes of State and Central Government (DC-MSME) focusing on entrepreneurship development is given in chapter-4.

The action plan has two components for development of Backward districts viz Cluster approach and development through Training Programmes. In cluster approach, the MSME-DI has already identified 14 potential clusters in Virudhunagar district which is covered in the chapter-7.

I. Action Plan for 14 Clusters for Capacity Building and Cluster Development Programme

A. Cluster Development activity

Each and every cluster has different dynamisms and working, hence below table is tentative and cost of the total development of each cluster will be around 25 cores.

| Activity No | Action Plan | Proposed Duration | Expenditure (Approx in Rs.) |
|-------------|---|-------------------|-----------------------------|
| 1. | Collecting information from All DICs, KVIC, KVIB, Coir Board, Tamil Nadu Handicrafts Devt Corporation Ltd, Women Devt Corp Ltd, DES, Rural Development, NABARD, Banks (SBI, IB, IOB, Canara Bank), Collectors, etc. on existing clusters. | 30 days | 0.1 Lakh |
| 2. | Brainstorming Session | 1 day | 0.3 Lakh |
| 3. | Approach Paper Validation | 1day | - |

| | | | |
|------------|--|----------|-----------|
| | | | |
| 4. | DSR/Survey | 10 days | - |
| 5. | Formation of User Group/SPV | 30 days | 0.3 Lakh |
| 6. | DPR Preparation | 25 days | 2.5 Lakh |
| 7. | Soft Intervention i. Awareness Program ii. Formation of Consortia/SPV (Producer Company/LLB/Society) iii. Technical workshop and related activities | 120 days | 10 Lakh |
| 8. | Preparation of DPR | 60 days | 10 Lakh |
| 9. | Implementation of CFC | 2 years | 1500 Lakh |
| 10. | Implementation of IID | 1 year | 1000 Lakh |

Funds will be utilized from DCMSME under MSE-CDP Scheme, Ministry of MSME, the details of the scheme is given in the annexure.

B. Capacity Building through Training

| S. No | Training programme | No of Programme | Proposed Duration of each Programme | Districts | Expenditure (Approx in Lakh) | No of trainees benefited |
|--------------|--|------------------------|--|---------------------|-------------------------------------|---------------------------------|
| | | | | Virudhunagar | | |
| 1 | ESDP (Entrepreneurship Skill Development Programmes) | 5 | 6 weeks | 5 | 7.25 Lakh | 00 |
| 2 | EDP (Entrepreneurship Development Programmes) | 5 | 2weeks | 3 | 1.5 Lakh | 120 |

| | | | | | | |
|--------------|--|----|------------|---|----------|-------------|
| 3 | MDP (Management Development Programmes) | 6 | 2 weeks | 3 | 1.2 Lakh | 120 |
| 4 | IMC (Industrial Motivational Campaign) | 10 | 1day | 5 | 0.8 Lakh | 1000 |
| 5 | Loan Mela | 2 | 2days each | 2 | 4lakhs | 500- 750 |
| Total | | | | | | 1440 |

Funds will be utilized from DC-MSME under EDP Scheme, Ministry of MSME. the details of the schemes are given in the annexure-V. The Action plan is tentative, further based on the stakeholder's discussion a final action plan will be submitted separately.

CHAPTER-X

STEP BY STEP APPORACH FOR NEW AND PROSPECTIVE ENTREPRENEURS

10.1 Decision to be self employed.

Whether to be an employee or an employer is the most crucial decision one has to take before planning for an investment. Having decided to become an employer, the person has to analyse his strengths and weaknesses, this will enable them to understand what type and size of business would be most suitable to him. This analysis will enable them to focus on converting their weaknesses into strength.

10.2 Selection of the Product and production techniques.

Depending on their capacity to raise resources, an entrepreneur needs to select the product and production techniques. Once the firm decided on the foremost issue of what to produce, the next important step is to take decision on how to produce and in what quantity and for whom to produce. The entrepreneur needs to consider the existing Government policies before taking decision on the above aspects.

10.3 Location of the enterprise.

The third important decision an entrepreneur has to take is the location of his enterprise. Before taking a decision on the location of the plant, an entrepreneur has to consider the following aspects.

- Nearness to market and raw materials.
- Availability of adequate infrastructure facilities, transportation facilities etc.
- Availability of essential services such as power, water supply and other facilities
- Availability of required skills, wage rate etc.
- Climate conditions / environmental factors etc.
- Govt. policies incentives and concessions applicable for industrially backward areas etc.

- The location aspect is not as dominant in case of micro enterprises as in the case of large scale industries, nearness to market or raw material source must be ensured.

10.4 Choosing a form of business organisation.

The ultimate choice of the form of business depends upon the balancing of the advantages and disadvantages of the various forms of business. The right choice of the form of the business is very crucial because it determines the power, control risk and responsibilities of the entrepreneur as well as the division of profit and losses. Being a long term commitment, the choice of the form of business should be made after considerable thought and deliberations.

The various form of business organisations are the following

- Sole proprietorship
- Partnership firm
- Public Limited Company
- Private Limited Company
- Co-operatives
- Joint Hindu Family Business

10.5 Preparation of Project Report

An entrepreneur who wants to set up an industrial unit should at the outset, formulate a comprehensive business plan giving a total visualisation of the firm before commencement of operations. The project should accomplish the vital task of providing a bird's eye view of the entire spectrum of activity

Every business plan should contain the following chapters tentatively.

- Cover Page.

Containing name and address of the company and contact person, name of organisations from where funding is being sought and the company logo

- Table of contents.

A formal table of content must be written for easy navigation by numbering each section

- Executive Summery

It should clearly and exactly convey what you want your investors to read and it should contain the following.

- Kind of business
- Profile of the company management
- Financial requirement
- Budget allocation
- Objectives – long and short term.
- Market Analysis

The business plan should be able to convince the investor that the entrepreneur understands the preventing competitive environment and is able to prove that his product / service is have substantial prospect for growth and is capable of attaining a competitive position in the market.

- Environmental Influences

An entrepreneur needs to evaluate the impact of the environmental, demographic, ecological and social factors which affect your area of business.

- Resource requirement

Analyse the type of resource required at each stage of production such as financial, physical technological etc.

- Quality

Discussion the quality control measures to be put in place by the firm to ensure quality of service / product.

- Marketing

The entrepreneur needs to mention the strategies through which the firmn is going to market its product

- Sales Forecast

A sales forecast must be there in the project it depends on the size of the market, marketing strategy and the pricing strategy.

- Financial Plan.

A project report should contain projected profit and loss statement and cash flow statement.

- Human Resources.

Make your organisation chart with details of key executives and profiles of individuals likely to be hired.

- Form of business.

Describe the legal form of the business – whether it is a sole proprietorship or a partnership, public limited company etc.

- Critical risk.

An entrepreneur, as a legal and moral obligation must envision the risks the investors would be undertaking when he decides to invest in your business

- Conclusion

Briefly once again point out the highlights and key features of the business plan. Also mentions the time schedule against each stage of your venture. Along with your business plan, make sure to keep all supporting documents such as tax returns, advertisement flow chart, market surveys, resume of board members etc. as part of the appendixes

10.6 Registration / Statutory Licences/ Clearance.

Once an entrepreneur has taken all the important decision relating to starting a business he / she has to take into account the basic regulatory requirement which are to be followed for setting up the organisation. The most important regulation is the companies act 1956, which regulates all the affairs of a company it contains provision relating to the formation of a company, powers and responsibilities of the director and managers, raising of capital, holding company meeting maintenance and audit of company accounts, power of inspection and investigation of company affairs reconstruction and amalgamation of a company and even winding up of a company. The Ministry of Corporate Affairs is primarily concerned with administration of this Act as well as other allied Acts, rules and regulations framed under these. The next important regulations related to environment. The environmental regulatory requirement envisage a wide legislative

framework covering every aspect of environment protection like air, water, noise, forest conservation, wild life protection etc.

Also separate set of laws and rules for emission of hazardous waste have been enacted and the Ministry of Environment and Forest is the nodal agency for regulating all such environmental aspects. Every Industry has to abide by all such guidelines and parameters for environmental protection.

10.7 FINANCE

A business firm requires finance to commence its operations, to continue its operations and for its expansion and growth as Finance is the lifeline of business. There must be continuous flow of funds in and out of business.

The financial plan of an enterprise should be formulated by taking into consideration the following factors:

- The financial objectives of the company
- Nature and size of the business
- The image and credit worthiness of the enterprises
- Growth and expansion plans.
- Capital market trends
- Government regulation

10.8 LAND AND BUILDING

Once the location for setting up of the Industry is finished, the entrepreneur shall approach the concerned authority for acquisition of the plot of land. Before commencing the construction activities, the entrepreneur should obtain necessary license from the local authorities and should also ensure that the plan of the building meets the norms.

10.9 PROCUREMENT OF MACHINERY

The next important step is to procure the machineries and equipments needed for the production. These can be procured either, domestically or through import from other countries. The imports are regulated by the Foreign Trade (Development and Regulation) Act, 1992. According to the Act, the Director General of Foreign Trade (DGFT) shall

advise Central Government in formulating export and import policy and in its implementation

Before selection of equipment and machinery an entrepreneur has to collect more information about the machinery and equipments by interacting with experts, suppliers and those who are already using the product.

10.10 RECRUITMENT OF PERSONNEL

Even single proprietary concerns cannot be run with the sole owner doing all activities. Depending on the size and nature of the industry, skilled and unskilled workers are to be recruited to run an industry. After making realistic assessment of the actual manpower requirement of an enterprise, suitable arrangements should be made for recruitment of personnel. Besides, the selected technical personnel should possess certain basic skills such as.

- Technical knowledge related to the job
- Relevant and adequate experience
- Academic Knowledge
- Ability to express ideas.

The hiring process involves 4 main steps

- Manpower planning
- Recruitment
- Selection
- Placement & Training

Each of these steps and sub steps help the employees to obtain more information about the candidates and thus help in obtaining the best possible manpower of the firms.

10.11 INSTALLATION OF MACHINERY

Prior to the installation of machinery, the entrepreneur should formulate a suitable layout which would facilitate production operations in the best possible manner. Another basic important aspect is the plant layout. This is to ensure that the machinery planned for can be installed in the given area of the premises proposed.

10.12 POWER CONNECTION / WATER SUPPLY

For any business concern to function properly they need utilities such as power connection water supply, fuel etc. The entrepreneur has to assess the requirement of such utilities and make arrangement for it.

10.13 PROCUREMENT OF RAW MATERIALS.

The new entrepreneur will have to ensure timely flow of raw materials in anticipation of actual requirement launching his new product into the market. He has to keep more source of supply of the required raw materials, instead of depending on a single source of supply.

Raw materials can be procured either from domestic market or from foreign market. Whatever be the source of raw materials it must be bought from reputed dealers / agencies only. Before ordering, compare the prices from at least 3-4 places and also check whether price is inclusive or exclusive of transportation cost and while receiving the delivery, check the quality and quantity of the materials.

10.14 PRODUCTION

It is necessary to have well coordinated services of functions according to a well formulated plan which will economically utilise the plant facilities and regulate the orderly movement of goods through this entire manufacturing cycle from the procurement of raw materials to the transportation of finished products.

Production of quality products and elimination of defects/rejects are the foremost responsibilities of the entrepreneur and he should be fully conversant with the methods of testing.

10.15 MARKETING

Marketing is essentially an entrepreneurial function. Every entrepreneur should know that he should be able to sell what he produces. Those who augment their sales volume should be able to realise the present demand and the potential.

The present demand or the established demands relates to the particular volume of sales which emanates without conscious promotion but on the other hand potential demand is the one which could be attained as a result of the promotion activities of the enterprise promotional activities comprise of Direct Promotion Techniques and, Indirect Promotion techniques.

The following are the important direct promotion Techniques

- Displays and Models
- Advertising
- Publicity
- Sales connected with special events
- Personal selling tactics
- These are the indirect promotion techniques
- Customer Service
- Public Relations
- Product design /style / packaging etc.
- Goodwill of the company.

10.16 COSTING & PRICING POLICY

Fixing the right price for a product is the most difficult task as it affects the sales of the product and thereby the profit of the firm. Price still remains one of the most important factor in determining the market share and profitability though non price factors have become more important in recent years. Hence, price of the product should be set by a firm by taking into consideration factors such as cost, profit target, completion etc. The following are the various pricing methods prevailing now.

- **Perceived Value Pricing**

It is a method in which a firm sets its price in relation to the value delivered and perceived by the customer. It is made up of several factors like product performance, performance warranty, trustworthiness etc.

- **Value Pricing**

It is a method in which companies develop brand loyalty of their product by changing of fairly low price for the high quality offering

- **Going Rate Pricing.**

In this method the firms base their price on competition price by changing the same or less than the major competitor.

- **Introducing a product at a premium price.**

When an innovative product introduced in the market the company can change a premium or a higher price. But as soon as the substitutes arrive in the market, the company will be forced to reduce the price.

- **Ethical pricing**

In this method, the product is sold at the lowest possible price with either a very small margin or without it. The price is fixed by keeping the welfare of the society in mind.

- **Full Line Pricing**

If you sell a range of particular product ex. Pickle and you price the product in different range. This way you can get more profit on one flavour and less on another. But you cannot well only the one that gives you more profit or else customers may switch over to another brand where he would be able to exercise an option for other flavours.

10.17 REPAYMENT OF LOAN (IF ANY)

Normally banks and other lending institutions insist on repayment of loan amount along with interest charges by the borrower as per the repayment schedule formulated in respect of project. The new entrepreneur should endeavour to infuse confidence the minds of the bankers by his qualities of creditworthiness, sincerity and business ethics and by adhering to the prescribed schedule of repayment.

10.18 PROFIT GENERATION

Earning profit is the best satisfying and most important motive of starting a business. Hence an entrepreneur should possess accurate data regarding the cost of production to check on costs. If profits are not generated as predicted, he should find out the reasons for it and try to minimise his costs and adjust his production volume.

10.19 AVOIDING SICKNESS

Avoiding sickness is one of the important things that an entrepreneur has to do to continue his business and success. Generally new entrepreneurs make some mistakes which make the unit sick and threaten its very existence. The following are the mistakes which need to be avoided by entrepreneurs.

- Lack of understanding in the particular line of production
- Poor assessment of market potential for the products/ services
- Lack of adequate accounting system
- Faulty capital planning
- Inadequate knowledge of tax related matters
- Scarcity of raw materials
- Inventory mismanagement

10.20. MODERNISATION AND TECHNOLOGY UPGRADATION.

The entrepreneur should be able to keep a close watch on the technology which is fast changing. An entrepreneur should be able to switch over to new techniques of production depend on changes in consumer preferences and changes in market conditions. As the entrepreneurs increase his profit, he should try to expand his business and diversify into new areas and his previous experience enable him to do this easily.

10.21 WHOM TO CONTACT FOR WHAT

| S.No | Nature of License / Assistance | Department/Agency |
|--------------------------|---|--|
| 1. | Guidance on Product Identification / Selection/ Training Technical Consultation | The Director MSME Development Institute, 65/1, GST Road, Guindy, Chennai-600 032, Ph: 22501011-3 lines, 22502416, 222501785 Fax: 222501475, 222501014 Email: dcdi-chennai@dcmsme.gov.in Web Site : www.msmedi-chennai.gov.in District Industries Centre, Collectorate Complex, Virudhunagar. 04562- 252308, 8925534036 dicvrd@tn.gov.in www.dicvnr.in |
| REGISTRATION / LICENSING | | |
| 2. | Udyog Aadhaar Memorandum (UAM) | https://udyamregistration.gov.in/ |
| 3. | License for Compulsory Licensable items | Secretariat for Industrial Assistance, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry Udyog Bhavan, New Delhi 110 011. Ph: +91-11-23011983 +91-11-23011983 Fax : +91-11-23011034 Email: dipp_sia@ub.nic.in |
| 4. | Municipal / Local Body License | Concerned Local Body - Corporation, Municipality, Panchayat Union |
| 5. | Plan permit | Local Planning Authority, Virudhunagar |
| 6. | Registration under Factories Act. (for units employing 10 or more workers with power) | Deputy Chief Inspector of Factories, Virudhunagar. No.19, Animuthu Pillayar Koil Street, Virudhunagar. |
| 7. | Registration under Pollution control Rules | Er.T.Kannan, M.E., District Environmental Engineer Tamilnadu Pollution Control Board, No 23 master plan area, sathur road, collectorate virudhunagar 626002 Email ID : deetnpcbvnr@gmail.com |

| | | |
|-----|--|--|
| | | Phone: 04562 - 242442 |
| 8. | Registration with Fire & Rescue Services | District Fire Officer Virudhunagar Ph: 04562 252286 M: 9445086288 |
| 9. | Licensing by Health Department for Food Products | Joint Director of Medical and Rural Health Services District Family Welfare Bureau, Virudhunagar District. M:9361473831 |
| 10. | F.P.O. - License (for fruits &Vegetable Processing Units and Beverage manufacturers) | Office of the Deputy Director (F&VP) Rajaji Bhavan, Basant Nagar, Chennai-600090 Ph : 044-4912421 Fax : 044-4912421 |
| 11. | Drug License for Drugs and Cosmetic Products | Office of the Assistant Director of Drugs Control, No.80, Chidambaram Street, Virudhunagar – 626 001. Ph: 04562-2243731 |
| 12. | Patents & Designs Registration | Sr. Joint Controller of Patents & Designs The Patents Office, Intellectual Property Office Building, G.S.T. Road, Guindy, Chennai-600032, Ph: 044-22502080, Fax: 044-22502066, Email: chennai-patent@nic.in |
| 13. | Trade Mark Registration | Assistant Registrar of Trade Marks Trade Marks Registry, Intellectual Property Office Building G.S.T. Road, Guindy, Chennai 600032, Ph : 044-22502045 Fax:044-22502046 Email: tmrchebr@md3.vsnl.net.in |
| 14. | Import-Export (I.E.) Code Number | Office of Zonal Joint Director General of Foreign Trade, 4th & 5th Floor, Shastri Bhavan Annex, 26, Haddows Road, Chennai - 600 006 Ph: 044- 28283404 044- 28283404 / 08, Fax: 044 - 28283403 |
| | | Bureau of Indian Standards, C.I.T. Campus, IV Cross Road Chennai-600 |

| | | |
|----------------|------------------|--|
| 15. | ISI Mark | 113 Ph: 044-22541442 044-22541442 , 22542315, 22541311, Fax: 91-044-22541087, 22541087 Email: sro@bis.org.in, salessro@bis.org.in |
| 16. | GST | GST & Central Excise Division Office 130/8-1 Katcheri Road, Near State Bank of India , Virudhunagar Ho, Virudhnagar District 626001 GST Cell, MSME Development Institute, 65/1, GST Road, Guindy, Chennai-600 032 |
| 17. | Income Tax | Income Tax Office Railway Feeder Rd, Madura Coats Colony, Sivagami Puram, Virudhunagar, Tamil Nadu 626001, India |
| Infrastructure | | |
| 18. | Power Connection | Superintending Engineer, Virudhunagar Electricity Distribution circle. 1/65 ramamoorthy Road, virudhunagar Mobile: 9443143176 |
| 19. | SIDCO | The Branch Manager, SIDCO Branch Office, SIDCO Industrial Estate, Virudhunagar - 626003 Email: bmvnr.sidco@nic.in Landline 0456 – 2252683 Mobile- 9445006577 |
| FINANCE | | |
| 20. | Lead Bank | Lead District Manager Indian overseas Bank No.74, railway feeder road Virudhunagar 626001. Ph: 04562-244645 Mobile: 9597547399 |
| 21. | TIIC | Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC), No.27-C, 1 st floor, railway feeder road, virudhunagar-626001 Ph: 0456- 243911 mobile: 9445023483 Email: bmvirudhunagar@tiic.org |

| | | |
|-----|---------------------------------|---|
| 22. | NABARD | No.2/136-9, Modern Nagar, Virdhunagar-626002 Lanmark Near Collectorate Nursery Virdhunagar. Landline: 4652- 296592 Mobile: 9994665692 |
| 23. | PMEGP Scheme | General Manager District Industries Centre, Collectorate complex, virdhunagar- 626002 Ph: 04562 - 252739 |
| 24. | Finance under KVIC Scheme | Station Director, Khadi and Villages Commission, Avvai Shanmugam Street, Gopalapuram, Chennai-600 086. Ph: 044 - 28351019 Fax: 044 - 28351697 |
| 25. | Finance for SC/ST beneficiaries | The District Manager, TAHDCO Collectorate complex Virdhunagar Tamil Nadu 605602 Email: dmvdntahdco@yahoo.com Landline: 0456-252324 Ph: 9445029484 |
| 26. | Women Development | Project Officer (Mahalir Thittam), Project Implementation Unit, Mahalir Thittam, Collectorate Complex, Collectorate Office, Virudhunagar. |

Chapter XI

CONCLUSION AND WAY FORWARD

The district is a backward region from the point of view of Agriculture and general Economic conditions of the people. On the other hand few towns such as Sivakasi, Rajapalayam, Virndhunagar lead the country for fireworks, and matches. Based on the data collected and observed, infusing of additional resource towards entrepreneurial areas such as Cooking oil production, handlooms and power looms, printing , lime powder, locks, readymade garments, honey processing, jagerry and plam products etc have more scope in the district. Promotional of cluster development activities, innovation ecosystem and implementation of EDP Schemes are the stepping stones towards **Transformation of Aspirational Districts**.

ANNEXURE-I

Address of Central and State Government Offices in Tamil Nadu

| Sl.No | Name | Addresses | Contact |
|-------|--|--|--|
| 1 | MSME Development Institute, Chennai | 65/1, GST Road, Guindy, Chennai-600 032, | Ph: 22501011-13, 22502416, 222501785 Fax: 222501475, 222501014 Email: dcdi-chennai@dcmsme.gov.in |
| 2 | Khadi and Village Industries Commission (KVIC) Tamil Nadu (State Office) | 326, Awai Shanmugam Road, Gopalapuram, Chennai-600 086 | Phone: 044-044-2835 1019 Email: sochennai.kvic@gov.in |
| 3 | COIR BOARD Regional Extension Centre | Coir Board, Pillaiyarpatti Via Vallam Thanjavur-613403 | Tel /Fax: +91-04362-264655 Email: cbrectnjcoirboard@gmail.com |
| 4 | Address of Coir Board Showroom at Chennai | Opp. Vanavil Co-optex, Teynampet, 578, Mount Road, Anna Salai, Chennai-600018 | Phone: +91-44-24349123 Email: coirbhavanchennai@gmail.com Contact Person: Mr.Prakasan Parammel Mob: 9444911495 |
| 5 | National Small Industries Corporation (NSIC) | NSIC Limited Branch Office New No 422(Old No 615), Anna Salai, Chennai – 600006, (Tamil Nadu) | Tel.: 044-28293347/28294541/28294066/28292056 Fax: 044-28295791 Email: bochen@nsic.co.in |
| 6 | Small Industries Development Bank of India (SIDBI) | 421, Anna Salai, CIT Nagar East, Nandanam, Chennai, Tamil Nadu 600035 | Phone: 044 2841 3929. |
| 7 | Reserve Bank of India (RBI) | 16, Rajaji Salai, Fort Glacis, Chennai, Tamil Nadu 600001 | Phone: 044 2539 9222. |

| | | | |
|----|--|--|---|
| 8 | National Bank for Agriculture and Rural Development (NABARD) | No. 48, Uthamar Gandhi Rd, Subba Road Avenue, Nungambakkam, Chennai, Tamil Nadu 600034 | Phone: 044 2827 6088 |
| 9 | Secretariat for Industrial Assistance, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry | Udyog Bhavan, New Delhi - 110011 | Phone: +91-11-23011983 +91-11-23011983 Fax: +91-11-23011034 Email: dipp_sia@ub.nic.in |
| 10 | Regional Joint Director, Directorate of Industries & Commerce | Thiru Vi Ka Industrial Estate (SIDCO), Guindy, Chennai - 600 032. | Phone: 044- 22501620 / 21 / 22 Email: rjdchn@gmail.com |
| 11 | Chennai Metropolitan Development Authority | Thalamuthu Natarajan Building Gandhi-Irwin Road, Chennai 600 008. | Phone 28414855 Fax: 28548416 Web: www.cmdachennai.org Email: Member-Secretary: mscmda@vsnl.com Vice-Chairman: vccmda@vsnl.net |
| 12 | Inspector of Factories | 617, Bharath Kumar Bhavan, Anna Salai, Chennai 600 006. | . |
| 13 | Food Safety & Standard Authority of India, | Rajaji Bhavan, Basant Nagar, Chennai-600090 | Phone: 044- 24463569 |
| 14 | Food Safety and Standards Authority of India, Ministry of Health and Family Welfare of India, C/O Dte. of Marketing & Inspection | Shastri Bhawan, 4th Floor, 6th Block, 26, Haddows Road, Chennai-600006 | Tele-044-28271738 Mob: 944420192 |

| | | | |
|----|--|--|--|
| 15 | Drug License for Drugs and Cosmetic Products | Asst. Director of Drugs Control 259-261, Anna Salai, DMS Complex, Chennai-6. | Phone: 044-24328734, 044-24328734, 24321337 ph : 044-24335068 , 044-24335068, 24335201 |
| 16 | The Patents Office & Trademark Registration | Intellectual Property Office Building, G.S.T. Road, Guindy, Chennai-600032. | Phone: 044-22502080, Fax: 044-22502066, Email: chennai-patent@nic.in , Email: chennai-patent@nic.in |
| 17 | Import-Export (I.E.) Code Number | Office of Zonal Joint Director General of Foreign Trade 4th & 5th Floor, Shastri Bhavan Annex, 26, Haddows Road, Chennai - 600 006 | Phone: 044- 28283404, 044-28283404 / 08 Fax: 044 - 28283403 |
| 18 | Management Systems Certification Officer, Bureau of Indian Standards | C.I.T. Campus, IV Cross Road, Chennai-600 113 | Ph: 044-22541442, 044-22541442, 22542315, 22541311, Fax: 91-044-22541087, 22541087 Email: sro@bis.org.in , salesbro@bis.org . |
| 19 | GST | Asst. Commissioner Commercial Taxes Building, Grems Road, Chennai 600 006. | Ph: 044-28295695 044-28295695 |
| 20 | Registration under Service Tax | Commissioner of Service tax 'Newry Towers", 2054, First block, II Avenue, 12th Main road, Anna nagar, Chennai - 40 | Phone: 044-26142850, 044-26142851 044-26142852, 044-26142853 Help Desk: - 044-26142858/044-26142868 |
| 21 | Tamil Nadu Industrial Investment Corporation (TIIC), | Branch Manager, Tamil Nadu Industrial Investment Corporation 473, Anna Salai, Nandanam, Chennai- 600 035 | Phone: 044 - 24330689, 044 - 24330689, 24331485, 24331498, 24331203, Fax: 044-24347209 |

| | | | |
|----|--|--|---|
| 22 | Managing Director, Tamil Nadu Adi Dravidar Housing & Development Corporation Ltd | No 31, Cenotaph Road, 2 nd Lane, Teynampet, Chennai-600018. Tamil Nadu, India . | Phone (044) 24310197. Fax:(044)24310196. Website www.tahdco.tn.gov.in & www.tahdco.com Email: tahdcoheadoffice@gmail.com |
|----|--|--|---|

Annexure-II

LIST OF MAJOR INDUSTRIES ASSOCIATIONS IN VIRUDHUNAGAR

| Sl. No. | Whom to conatct | Mobile No/landline | Association |
|----------------|------------------------|---------------------------|---|
| 1. | President | 9843058578 | Virudhunagar District Tiny Small scale industrial association |
| 2. | President | 04562-222292 | Rajapalayam Chamber of Commerce |

ANNEXURE-III

LIST OF MAJOR MSME ASSOCIATIONS IN TAMIL NADU

| S.NO | NAME OF THE ASSOCIATION | DISTRICTS | CONTACT DETAILS |
|------|---|-----------|---|
| 1 | Tamil Nadu Small and Tiny Industries Association (TANSTIA) No.10, G.S.T. Road, Guindy, Chennai - 600 032 | CHENNAI | Tel: 044- 22501302, 22500939 Fax: 044-22501890 Email: tanstiaorg@gmail.com, tanstiaassn@yahoo.co.in |
| 2 | Thirumudivakkam Industrial estate Manufacuring Association, No.Pp3 Sidco Industrial Estate, thirumudivakkam, Chennai 600044 | CHENNAI | Mob:9444081533 Mail: manager@tiema.in |
| 3 | Industrial Estate Manufacturers' Association (IEMA), 10 GST Road, Guindy, Chennai-600032 | CHENNAI | 044 22342014 , 91 044 22310550 iemaguindy@airtelmail.in |
| 4 | Ambattur Industrial Estate Manucaturers Association (AIEMA) ATC Road, Ambattur Industrial Estate, Chennai - 600 058. | CHENNAI | Tel: 2625 8619 / 8731, Fax: 2652 0814 Email: mail@aiema.net |
| 5 | Chennnai Distt.Small Scale Industries Association (CDISSIA) 10, GST Road, Guindy Chennai - 600 032. | CHENNAI | Tel: 22343531, 22327009 Email: cdissia@rediffmail.com |

| | | | |
|-----------|---|-----------------|--|
| 6 | Confederation of Indian Industry (CII) Tamil Nadu State Office 98 / 1, Velacherry Main Road, Guindy Chennai-600032 | CHENNAI | Phone : +91-44- 42444555/522 Fax :+91-44-42444510 |
| 7 | Women Entrepreneurs Welfare Association (WEWA) No.6/3, Poomagal 2nd Street, Ekkaduthangal, Chennai – 600 032 | CHENNAI | Tel:22250556 email: wewaTamil Nadu @gmail.com |
| 8 | Coimbatore Distt. Small Industries Association (CODISSIA) G.D.Naidu Towers, Post Bag No.3827, Huzur Road, Coimbatore 641 018, | COIMBATORE | Tel:0422 2221582, 2222409 Fax : +91 422 2222131 Email: info@codissia.com |
| 9 | Thiruchirapalli Dist Tiny and Small Industries Association Sidco Complex, Industrial Estate,Ariyamangalam Thriuchirapalli 620010 | THRIUCHIRAPALLI | Mob: 9443142005 |
| 10 | Madurai Distt. Tiny and Small Scale Industries Association (MADITSSIA) Near Madurai Corporation Office, Mattuthavani, Dr. Ambedkar Salai, | MADURAI | Phone:0452 523 9665 |

| | | | |
|-----------|--|-------------|--|
| | Madurai, 625020 | | |
| 11 | Salem District Small & Tiny Industries Association No.1, park street, opp. fairlands police station Salem 636016 | SALEM | tel:0427-2448479, fax:0427-2346181 kmasalem@rediffmail.com |
| 12 | Erode Dist. Small Industries Association 5/1, sidco industrial estate chennimalai road, Erode 638001 | ERODE | 0424-22743070424-2274309 eedissia@sancharnet.in |
| 13 | Kanchipuram District Tiny and Small Scale Industries Association No. 20, Ramasamy street kavery complex, 1st floor west tambaram Chennai600045 | KANCHIPURAM | 044-22264121, Mobile:9444083976 kadstia@sify.com, kadstia_02@yahoo.co.in |
| 14 | THE MADRAS CHAMBER OF COMMERCE AND INDUSTRY Karumuttu Centre, I floor 634 Anna Salai, Nandanam Chennai - 600035 | CHENNAI | Telephone : + 91 - 44 - 24349452 / 24349720 / 24349871 Fax : + 91 - 44 - 24349164 E-mail : madrashamber@madrashamber.in |

| | | | |
|--|---|--------------|--|
| | Tamil Nadu , India | | |
| | Virudhunagar District Tiny Small scale industrial association | Virudhunagar | No 8/2 pattel road , Virudhunagar - 626001 Mobile : 9843058578 |

ANNEXURE-IV

DIRECTORY OF COMMON FACILITY CENTRES ESTABLISHED IN TAMIL NADU

Details of completed Common Facility centres in Tamil Nadu

| SL. No. | District | Cluster Name/Location | SPV Contact address |
|---------|------------|------------------------------|--|
| 1 | Coimbatore | Wet Grinder, Coimbatore | COWMA Cluster Services 133 Kattoor street , Pappanaickenpalayam, Coimbatore 641 037 cowmacluster@gmail.com Ph: 9843077895 2212283 (Rajan) |
| 2 | Cuddalore | Ceramic, Viridhachalam | Vridhdachalam Ceramic Federation of Self Help group , B3 & B7 Industrial Estate, Vridhdachalam ceramiccluster@gmail.com Ph:9360354970 (Balasundaram) |
| 3 | Cuddalore | Refractory, Virudhachalam | Tamilandu Ceramics &Refractory Manufactures' Association, 184 Aladi Road, Viridhachalam'Cudallore District Ph: 04143-260443 09443360443 (Viswanathan) |
| 4 | Erode | Coir, Erode | Indian Coir Products Cluster (Erode) P.Ltd 150 Palanipuram, Bhavani 638 |

| | | | |
|----|----------------|---|---|
| | | | 301 Ph: 9842720990 Indiancoircluster@gmail.com |
| 5 | Kancheepuram | Plastic(Woven Sack) Kancheepuram | Chennai Plastic Sacks Cluster Private Limited No.12, Jothiramalingam St. West Mambalam Chennai – 600033 Ph: 09445195665 (Rakkpan) 9444128692 Email: Chennai Plastic Cluster@gmail.com |
| 6 | Krishnagiri | Engg.(Auto Components) Hosur | M/s Hosur Small Micro Engineering Components Pvt. Ltd 118 Rajeswari Layout Begapalli Post Hosur635 126 Email: krissojet@gmail.com Ph: 9443226435 (Ramalingam) |
| 7 | Krishnagiri | Printing, Krishnagiri | Krishnagiri Print Private Limited 594 Gandhi Road Krishnagiri 635 001 Mail: krishnagiriprint@gmail.com Ph: 9489089025 (sridhar) |
| 8 | Madurai | Gold Jewellery, Madurai | Madurai Jewellery Mfg. consortium Pvt. Ltd. 3/7, Jadamuni Kovil West Lane Madurai – 625001 Mail: mjnconsortium@gmail.com Ph: 9597715987 (Ganesh Kumar) |
| 9 | Ramanathapuram | Engineering, Paramakudi | Paramakudi Engineering cluster P. Ltd 3/51 H Electricity Material Manufacturing Association Building, SIDCO Industrial Estate, Thelchathanallur, Paramakudi 623707 Pmk_cluster@rediffmail.com Ph: 09443126330 (Suresh) |
| 10 | Salem | Sago & Starch, Salem (Phase-I) | Sagoserve Jagiramanpalayam, Omalar main Rod, Salem, 636 302 ph: 0427 - 23456763 Slm_mdsago@yahoo.co.in |
| 11 | Salem | Sago & Starch Phase II, Salem | Sagoserve Jagiramanpalayam, Omalar main Rod, Salem, 636 302 Ph: 0427 - 2345673 |
| 12 | Salem | Steel Product Fabrication, Salem. | Steel Cluster Services Salem (P) Ltd 43/6, Erikadu Road Lane, Meyyanur – 636004 Salem Dist. |

| | | | |
|-----------|--------------|--|---|
| | | | steelcluster@gmail.com ph: 9443248877 (Mariappan) |
| 13 | Salem | Power and Auto Loom, Salem (SI under prog.) | Salem Looms Clusters Consortium Private Limited 6/11, East street, No. 1, Karungalpatty, Gugai, Salem, Pincode 63600 Mail: salemloomscluster@gmail.com Ph: 9842761475 (Palanichamy) |
| 14 | Sivagangi | Coir Singamuneri (Implemented by Coir Board Cochi) | M/sSingai Coirs Cluster (p) Ltd 16-7-7 Sundaram Nagar Singampunari 630 502 Ph: 9047093311 (Mr.Rajamurthy) globalrajamurthy@gmail.com |
| 15 | Thanjavur | Rice Mill, Thanjavur | M/s. Thanjavur Paddy & Rice Millers Consortium P.Ltd Moonstaar complex, 338 Pampatti St., Thanjavur 613 009 Ph: 09865758265 09003428055 (Rengasamy) thanjavurconsortium@gmail.com |
| 16 | Thanjavur | Stainless Steel, Kumbakonam | M/s Tanjavore district Stainless Steel & Equipments Manufactures Association 36/37 Mallugajetty Street, Kumbakaonam Tamil Nadu 612 001 Mail: ssumanufacturers@gmail.com Ph: 8220288541 (Gayathri) |
| 17 | Thiruvallur | Gate & Grills, Thirumullaivoyal | Grills and Fabrications Cluster P Ltd. King Craft , 1/11 Manikandapuram, 1/10 King Craft Avenue, Thirumullaivoil Ph: 09600006755 (Govindarajan) kingcraftss@gmail.com |
| 18 | Thiruvallur | Engineering, Ambattur | Ambattur TAPSTIA Engineering Consortium Private Limited, No.203 New Tiny Sector, Park Road, Ambattur Industrial Estate, Chennai 600 058 Mail: tapstia.engg@gmail.com Ph: 9382172550/ 9444147593, 8056203868 |
| 19 | The Nilgiris | Sweater Cluster | Coonoor Sweater Cluster Women Association 63, Mission Hill, Coonoor -643102 cscwanilgiris@gmail.com Ph: 9344843678 (S. Malathi, |

| | | | |
|-----------|-------------|---------------------------------|---|
| | | | Secretary) 7598270919 (Latha , President) |
| 20 | Thoothukudi | Safety Matches, Kazhugumalai | Kalugumalai Match Consortium Private Limited 82 South Car Street Kalugumalai - 628552 Ph: 7200790752 (Esakiappan) Kalugumalaimatchconsortium.com |
| 21 | Thoothukudi | Safety Matches, Kovilpatti | Kovil patti Match Consortium Private Limited 108, Sethu Palace, Main Road, Kovilpatti: 628 502 Ph: 9443131672 Mr. Kondalraj-MD Email: pkrmatchclusters@gmail.com |
| 22 | Tirunelveli | Brick, Duraismiyapuram | Sri Gang Seva Sangam, No.49/3 Middle Street, Duraismiyapuram (Post), Sivagiri (Via & Taluk), Tirunelveli District, 627 757 Mail: srigangasevasangam@yahoo.com Ph: 09965253945 09791553458 (Ponnuvel) |
| 23 | Tirunelveli | Rice Mill, Keelapavoor | Saaral Agro Products P.Ltd., 14/735 Main Road, Pavoorchatram – 627 808 Mail: saralagro2017@rediffmail.com Ph: 9443739976 (Govindraaj) 9443390530 (Anand Kumar) |
| 24 | Tirunelveli | Rice Mill, Alangulam | Tamirabarani Rice Mill Cluster (p) Ltd. 13/210/2 1st CSI Church Street, Alangulam Po T.K 627 851 Alangulam T.veli Ph: 9443370711 (Vaigundaraja) Rvlmathi66@gmail.com |
| 25 | Tirupur | Apparel | TTPK Apparel Cluster Pvt. Ltd. 28, Kottaimariyamman Koil st. Dharapuram Road Tirupur-2 Ph:9003270500/9843033466 K Mohanasundaram Email:ttpkapparel@gmail.com Pj |
| 26 | Tiruppur | Textile Knitting | SIMKA Knitex Cluster Services Pvt. Ltd. 29, 1st floor, TS Puram, Valipalayam, Tirupur-641601 Ph: 0421-2209142 Mob: 9791903203 N. Vivekananthan Email: info@siimka.com |

| | | | |
|-----------|--------------|------------------------------------|--|
| 27 | Trichy | Gold Jewellery Trichy | Trichy Jewellery Mfg. Consortium Pvt. Ltd. 21/12, Chinna Swarastra st. Trichy-8 Mr. Samson Ph: 8925032223 tjmconsortium@gmail.com |
| 28 | Vellore | Safety Matches, Gudiyatham | Gudiyatham Match Consortium Private Limited 2 ayakara Street Kammachiammanpet Gudiyatham 632 602 Ph: 09443366452 (Dhanapal) gudiyathammatches@yahoo.com |
| 29 | Vellore | Engineering, Ranipet | Vellore Energy Technologist Company Private Limited, Plot No.199, Sidco Industrial Estate, Sipcot, Ranipet - 632 403. Vellore District. TAMIL NADU. Ph.9443222367 (Amirthagatesan) vetrpt@yahoo.com |
| 30 | Virudhunagar | Safety Matches, Virudhunagar | Virudhugar Match Consortium Private Limited 3/327 Ramasamy puram Peria Vallikulam Po Vkirudhnagar 626 004 Ph: 8903165987 (Nagendran) 9443143823 , 9443143317 (Rajasekaran) nagenmatches@gmail.com |
| 31 | Virudhunagar | Safety Matches, Srivilliputhur. | Srivilliputtur Match Consortium Private Limited 181-F Madurai Road Rajamani Nadar complex Fist Floor Srivilliputtur 625 125 Mail: srivimatch@gmail.com Ph:09994846771 (Nachiapan) |
| 32 | Virudhunagar | Printing, Sivakasi | M/s Unigraa Print Solutions P.Ltd, 678, Gnanagiri Road, Sivakasi - 626 189 09443320777 (Sridhar) Mail: orson@siffy.com unigraprint@siffy.com |
| 33 | Virudhunagar | Safety Matches, Sattur | Sattur Match Consortium Private Limited 4/463, National Highway, Tulakapati - 626204 Mail:consortium_sattur@yahoo.co.in Ph: 09843860621 09443473442 |

| | | | |
|-----------|--------------|--|---|
| | | | (Mahendran) |
| 34 | Virudhunagar | Readymade Garment Cluster (Women), Dhalavaipuram | M/s Dalavaipuram Women's Garment Manufacturers 1/57, Saravana Hospital St. Dhalavaipuram, Rajapalayam Taluk 9486030398 (Shanthi) Shanthi.barathi@gmail.com |
| 35 | Virudhunagar | Safety Match O.Mettupatty | M/s Mettamalai Match Consortium Private Limited 2/145, Metupatti, Sattur Taluk Virudunagar 626203 Mail: o.mettupatti.safetymatches@gmail.com Ph: 9444764627 (Rajendran) |

Annexure-V

Government Schemes for Entrepreneurship Development

A. Government of Tamilnadu

| |
|--|
| 1. Subsidy schemes for micro manufacturing enterprises: |
| <ul style="list-style-type: none"> • 25% Capital Subsidy • 20% low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection, whichever is later. • Reimbursement of 100% subsidy on the net value of Value Added Tax (VAT) paid by them for the first 6 years up to the value of investment made in plant and machinery on quarterly basis. • Stamp duty exemption on mortgaged and pledged documents. |
| 2. Subsidy schemes for Industrially Backward Blocks and Agro Based Enterprises: |
| <p>Micro, Small and Medium Manufacturing Enterprises established in 251 industrially backward blocks, all industrial estates promoted by the Government and Government Agencies like SIPCOT, SIDCO, etc., (excluding Industrial Estates located within a radius of 50 Kms from Chennai city centre) and agro based enterprises set up in all the 385 Blocks in the State are eligible for the following package of incentives:</p> |
| <ul style="list-style-type: none"> • 25% capital subsidy on the value of eligible plant and machinery subject to a maximum of Rs.30 lakh. |

- 5% additional employment intensive subsidy on the value of eligible plant and machinery for providing employment to 25 workers for 3 years within the first 5 years from the date of commencement of commercial production, subject to a maximum of Rs.5 lakh.
- 5% additional capital subsidy on the value of eligible plant and Machinery for enterprises set up by women, SC/ST, differently abled and transgender entrepreneurs subject to a maximum of Rs.2 lakh.
- 25% additional capital subsidy on the value of eligible plant and machinery installed to promote cleaner and environment friendly technologies subject to a maximum of Rs.3 lakh, if certified by the Tamil Nadu Pollution Control Board.
- 20% low tension power tariff subsidy for the first 36 months from the date of commencement of commercial production or from the date of power connection whichever is later.

3. Special Capital Subsidy for Thrust Sector Enterprises:

A Special Capital Subsidy of 25% on the eligible plant and machinery subject to a maximum of Rs.30 lakh is extended to 13 thrust sector enterprises setup anywhere in the State viz., Electrical and Electronic Industry, Leather and Leather goods, Auto parts and components, Drugs and Pharmaceuticals, Solar Energy Equipment, Gold and Diamond Jewellery for exports, Pollution Control equipments, Sports Goods and Accessories, Cost effective building materials, Readymade Garments, Food Processing, Plastic and Rubber Industries.

4. Generator Subsidy:

The Micro, Small and Medium manufacturing enterprises anywhere in the State, which purchase Generator sets up to 320 KVA capacity are eligible for a Generator Subsidy at 25% of the cost of the generator set, subject to a maximum of Rs.5 lakh.

5. Back-ended Interest Subsidy

Back-ended interest subsidy at the rate of 3%, subject to a maximum of Rs.10.00 lakh for a period of 5 years is being provided to Micro, Small and Medium Manufacturing Enterprises for term loans up to Rs.1 crore obtained for Technology up-gradation / modernization and Credit Guarantee Fund Trust Scheme (CGFTS).

6. Value Added Tax Reimbursement Subsidy

All micro manufacturing enterprises are entitled to reimbursement of 100% subsidy on the net Value of Value Added Tax paid by them for the first 6 years from the date of commencement of production, up to the value of the investments made in eligible Plant and Machinery on quarterly basis.

7. PMEGP(Prime Minister Employment Generation programme)

Government of India has approved the introduction of a new credit linked subsidy programme called Prime Minister's Employment Generation Programme (PMEGP) by merging the two schemes that were in operation till 31.03.2008 namely Prime Minister's Rojgar Yojana (PMRY) and Rural Employment Generation Programme (REGP) for generation of employment opportunities through establishment of micro enterprises in rural as well as urban areas.

PMEGP will be a central sector scheme to be administered by the Ministry of Micro, Small and Medium Enterprises (MoMSME). The Scheme will be implemented by Khadi and Village Industries Commission (KVIC), a statutory organization under the administrative control of the Ministry of MSME as the single nodal agency at the National level. At the State level, the Scheme will be implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks.

Financial Assistance:

| Categories of beneficiaries under PMEGP | Beneficiary's contribution (of project cost) | Rate of Subsidy (of project cost) | |
|---|--|-----------------------------------|-------|
| | | Urban | Rural |
| Area (location of project/unit) | | | |
| General Category | 10% | 15% | 25% |
| Special (including SC / ST /OBC/Minorities/Women, Exservicemen, Physically handicapped, NER, Hill and Border areas etc. | 5% | 25% | 35% |

8. UYEGP (Unemployed Youth Employment Generation Programme)

The Micro, Small and Medium Enterprises Department, Government of Tamil Nadu introduced the scheme “Unemployed Youth Employment Generation Programme (UYEGP)” which aims to mitigate the unemployment problems of socially and economically weaker section of the society, particularly among the educated and unemployed to become self employed by setting up Manufacturing / Service / Business enterprises by availing loan up to the maximum of Rs.10 Lakhs, Rs. 3 Lakhs and Rs. 1 Lakh respectively with subsidy assistance from the State Government up to 25% of the project cost (Maximum to a limit of Rs.1.25 Lakhs)

Financial Assistance:

| Sl. No | CATEGORY | PROJECT COST | | SUBSIDY |
|--------|---|-------------------------|-----------|---------|
| | | PROMOTER'S CONTRIBUTION | BANK LOAN | |
| 1. | General Category | 10% | 90% | 25% |
| 2. | SC / ST/ BC / MBC/ Minorities / Women / Ex-Servicemen / Physically challenged / Transgender | 5% | 95% | 25% |

Eligibility to avail Loan under this scheme:

Any individual, above 18 years of age. Upper age limit for General category is 35 years and for Special category 45 years.

Minimum educational qualification is a pass in VIII standard.

The applicant shall be resident of the place for not less than 3 years.

The family income of the beneficiary shall not exceed Rs.1,50,000/- per annum.

Other Features of the scheme:

The District Task Force Committee headed by the General Manager, District Industries Centre, will select the beneficiaries through an interview process.

Entrepreneur Development Programme (EDP) training will be given to

the beneficiaries for Seven days.

Repayment schedule shall be for 5 years after an initial moratorium period of six months or date of commencement of project whichever is earlier.

For marketing support the Concerned General Manager, District Industries Centre, will arrange Buyer seller meet, Exhibitions etc.

9. NEEDS(New Enterprise Cum Enterprise Development Scheme)

In accordance with the G.O Ms No 49 MSME Dept dated 29.10.2012, the educated youth will be given entrepreneur training, assisted to prepare their business plans and helped to tie up with financial institutions so as to set up new Manufacturing and Service ventures. The beneficiary must be a First Generation Entrepreneur. The scheme details are as follows –

Project Cost

Project cost above Rs.5.00 Lakhs and not exceeding Rs.1.00 Crore.

Entrepreneur has to meet the cost of land, Rented/Leased Building, Technical Knowhow, Preliminary & Preoperative expenses, Working Capital Margin etc from his own source of funds.

Cost of land may be included in the project cost at Guideline Value or Market Value, prevailing as on the date of filing loan application, whichever is lower.

Subsidy

25% of the Project Cost subject to a ceiling of Rs.25.00 lakhs

3% Back Ended Interest Subsidy for Bank Assisted Projects / 3% Interest Subvention for TIIC Assisted Projects.

However for projects costing more than Rs. 1.00 Crore, subsidy component will be restricted to Rs. 25.00 lakhs.

Place of Residence

The applicant should be a resident of Tamilnadu state for not less than 3 years.

Age

General category - Minimum 21 years and Maximum 35 years

Special category - 45 years for (SC/ST/BC/MBC/Ex-servicemen/ Minorities/Transgender/Differently abled persons)

Educational Qualification

Degree, Diploma, ITI / Vocational training from Recognized Institutions

Promoters Contribution

General category entrepreneurs – 10% of the project cost
Special category Entrepreneurs – 5% of the project cost
(SC/ST/BC/MBC/Ex-servicemen/Minorities/Transgender/Differentlyabled persons)

Reservation

SC : 18%
ST : 1%
Differently abled : 3%

Under this scheme, at least 50% of the beneficiaries will be women with priority accorded to destitute women subject to the condition that they possess the required qualification.

Income ceiling

There will be no income ceiling under this scheme.

Training

Compulsory EDP training will be given for 1 month with stipend.

Other conditions

Assistance under the Scheme is available only for NEW Projects for which loans sanctioned specifically under the NEEDS.

Entrepreneurs who have already availed subsidy linked loans under other State Government / Government of India schemes such as Prime Minister Rojgar Yojana(PMRY), Rural Employment Generation Programme (REGP),Prime Minister's Employment Generation Programme (PMEGP), Unemployed Youth Employment Generation Programme (UYEGP), TamilNadu Adi Dravidar Housing & Development Corporation Limited (TAHDCO) and Self help group will not be eligible for assistance under NEEDS Scheme.

The applicant should not be a defaulter to any Commercial Bank/ Tamil Nadu Industrial Investment Corporation Limited (TIIC)

B. Central Government Schemes by DC-MSME

1. Training programmes

- Entrepreneurship Development Programmes (EDPs):- Entrepreneurship Development Programmes are being organized regularly to nurture the talent of youth by enlightening them on various aspects of industrial activity required for setting up MSEs. These EDPs are generally conducted in ITIs, Polytechnics and other technical institutions, where

skill is available to motivate them towards self-employment. The course contents of such Entrepreneurship Development Programmes are designed to provide useful information on product/process design, manufacturing practices involved, testing and quality control, selection and usage of appropriate machinery and equipments, project profile preparation, marketing avenues/techniques, product/service pricing, export opportunities, infrastructure facilities available, financial and financial institutions, cash flow, etc.

- Entrepreneurial Skill Development Programme (ESDP):-Comprehensive training programmes are organized to upgrade skills of prospective entrepreneurs, existing workforce and also develop skills of new workers and technicians of MSEs by organising various technical cum skill development training programmes with the basic objectives to provide training for their skill upgradation and to equip them with better and improved technological skills of production. The specific tailor made programmes for the skill development of socially disadvantaged groups (OBC, ST, ST, Minorities and women) are organized in various regions of the states, including the less developed areas. This programme covers training across 60 disciplines.
- Management Development Programmes (MDPs):- The objective of imparting training on management practice system is to improve the decision-making capabilities of existing & potential entrepreneurs resulting in higher productivity and profitability. Inputs on a variety of topics of managerial functions are provided to the participants in short duration training programmes. This programme covers training across 60 disciplines. These programmes are of short duration and the curriculum is designed based on the needs of the industry and are customized, if required by the clients. 20% of the targeted training programmes are conducted exclusively for the weaker sections of the Society (SC/ST/Women/Physically Handicapped), for which no fee is charged. Besides, a stipend of Rs.500/- p.m. is provided. During 2008-09, a total of 2400 training programmes were conducted and around 60,000 persons were trained.
- Industrial Motivation Campaigns (IMCs):-Industrial Motivation Campaigns (duration of 1 day or 2 days) are organized to identify and motivate traditional / non-traditional entrepreneurs having potential for setting up MSEs so as and to lead them towards self-employment.
- Vocational and Educational Training:-The Regional Testing Centers, Field Testing Stations and Autonomous bodies like Tool Rooms and Technology Development Centers (TDCs) of the Ministry conduct long term, short term, trade/field-specific and industry-specific tailor-made courses as well as vocational training programmes.

***Rest of major schemes of both state and central are covered in the chapter – 4**