



**Government of India
Ministry of MSME**

Brief Industrial Profile ARIYALUR District

2015-16



**सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES**

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FOREWORD

MSME-DI, Chennai, Tamil Nadu is one of the field outfit of Office of Development Commissioner, Ministry of Micro, Small and Medium Enterprises (DC-MSME) established in the year 1954 for implementing the various policies and programmes of Ministry of MSME towards entrepreneurship development in Micro, Small and Medium Enterprises across the State in liaison with State Govt. and other stake holders. This Institute covers 32 Districts in the State of Tamil Nadu and UT of Puducherry. with the following mandate

- **For Aspiring entrepreneurs :** identify, motivate, train, handhold and provide mentoring services.
- **For Existing entrepreneurs.** To provide techno economic consultancy and facilitation service
- **Skill Development:** To impart need based skill training through Skill Development Programmes (SDP)

One of the wide spectrum of value added services of the Institute is to prepare a brief district industrial profiles of each district for the benefit of aspiring and existing entrepreneurs in the State of Tamil Nadu and other States

This report contains brief details of the District, geographical information, statistical data relating to MSME's of the district, registration under Udyog Aadhaar Memorandum (UAM), potential areas for investment in service sector and manufacturing sector, identified industrial clusters, key contacts for whom to contact for what etc. . The report has been prepared based on our earlier first edition report duly updated from data/inputs collected by District nodal officers and from reports/publications of M/o. MSME, Govt. of India and Govt. of Tamil Nadu, MSME Deptt.

Economic Investigation Division of the Institute has taken special efforts in collection and compilation of the relevant data for preparing the document not only for the **ARIYALUR** District but for all the Districts of Tamil Nadu. My sincere thanks to all the officers of the Institute for their cooperation in bringing out this brief industrial profile.

I am sure that that this document will be of much useful for the benefit of aspiring and existing entrepreneurs who are desirous of setting up of MSMEs in the State of Tamil Nadu in general and in the District of **ARIYALUR** in particular.



S. PANIKKASSERY
DIRECTOR

Place: CHENNAI
Date: 25-06-2016

Brief Industrial Profile of Ariyalur District 2015-16

1. General Characteristics of the District:

Ariyalur district came into existence by the bifurcation of Perambalur District as per G.O.Ms.No.683 Revenue RA1 (1) Department dated 19.11.2007. It is bounded on the North by Cuddalore, South by Thanjavur, East by Cuddalore and Thanjavur and West by Perambalur and Tiruchirappalli districts.



Ariyalur has been functioning as a separate District since 23.11.2007.

1.1. Location & Geographical Area.

Ariyalur District is located in central Tamil Nadu and is 265 K.M. away from Chennai. The District has an area of 1949 Sq.Km. It is an inland district without any coast line. The District has Vellar River in the North and Kollidam River in the South and it has no well marked natural divisions.

1.2 Topography:

The district has an average Rainfall of 951.1 mm (Annual). The maximum temperature is 38°C and Min: 24°C. Land of Limestone Ferruginous red loam occurs in Ariyalur district. The texture is usually loamy, the colour varying from red at the surface to yellow at the lower horizon. The soils are of medium depth with good drainage, free from accumulation of salt and calcium carbonate, ranging from 6.5 to 8.0 and contain low amounts of organic matter, nitrogen and phosphorus but with generally adequate amounts of potash and lime. The major cashew grown districts are Ariyalur and Cuddalore which occupies 77.56 and 22.44 per cent of the total cashew cultivable area.

Red loam soil is found to be prevalent in Sendurai, T. Palur, Andimadam, Jeyankondam blocks of Ariyalur District. Block soil is found in Thirumanur and Ariyalur blocks of the district.

1.3 Availability of Minerals:

Major / Minor Minerals in Ariyalur District

Limestone of sedimentary origin has been found in Ariyalur and Sendurai Taluks. The Limestone is cement grade to plus cement grade in quality and is used in the cement plants. Fire Clay is used for the manufacture of floor tiles, stoneware pipes, fire bricks and Chemical industry. Jayamkondam in Udayarpalayam Taluk is rich in Lignite, Oil and Gas reserves. Apart from the above major minerals the common use minor minerals viz Red Gravel, Brick Clay, filling earth and Kankar are also available in this District.

LIMESTONE :

55 Limestone mining lease were granted in Ariyalur District in favour of M/s. Tamil Nadu Cements limited, Tamil Nadu Minerals Limited, M/S. Madras Cements Ltd., M/s. India Cements Limited, M/s. Grasim Cements, M/s. Dalmia Cements (Bharat) Limited, and M/s. Chettinad Cements limited are the Major Lessees having limestone leases. The remaining leases belong to private persons. Six Major cement plants, five in private sector and one in public

sector undertaking exploits the Limestone deposits. Other small mine owners and Tvl. Tamil Nadu Minerals Limited are also engaging in exploitation of Limestone. Mini cement plants established in the district are defunct due to various technical reasons.

FIRE CLAY :

The Fireclay is used for the manufacture of floor tiles, stoneware pipes, fire bricks and Chemical industry. 8 Fireclay were granted to private persons. (Extent 9.59.0Hects)

LIGNITE :

Lignite and Oil and Gas are available in the Jayamkondam area in Udayarpalayam Taluk. In Jayamkondam area lignite ores are present, totalling 1168 million tonnes of lignite is assessed in an area of 130.0 Square Kilometres. Out of which 102.20 Square Kilometres are applied for mining lease by Neyveli Lignite Corporation.

Sand Quarries :

The quarrying of sand is being done by Public Works Department vide G.O No. 95 Industries (MMC1) Department, Dated: 01.10.2003 with effect from 02.10.2003. The Public Works Department (W.R.O) Ariyalur, Trichy, Chidamparam are permitted for doing sand quarrying operation in the following 7 locations in the River Kollidam and Vellar. At present two sand quarries operated by the by the WRO: Thirumulapadi and Thalavai Villages.

1.4 FOREST:

Total forest coverage is 739.495 hectares.

1.5 Administrative set up.

Ariyalur District consists of two Revenue Divisions viz., Ariyalur and Udayarpalayam, three Taluks viz., Ariyalur, Udayarpalayam and Sendurai comprising of 195 Revenue Villages. The District has six blocks viz. Ariyalur, Thirumanur, Sendurai, Jayankondam, Andimadam and T.Palur comprising 201 Village Panchayats. There are two Municipalities viz. Ariyalur&Jayankondam and two Town Panchayats viz. Udayarpalayam&Varadharajanpettai.

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2 District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data	2011		
	i) Latitude	2011		10.54' and 11.30' of North
	ii) Longitude	2011		78° 40' and 10° 30' of East
	iii) Geographical Area	2011	Sq.Km	1949.
(B)	Administrative Units			
	i) Sub divisions /Revenue Divisions			2
	ii) Tehsils			3
	iii) Sub-Tehsil			six blocks
	vii) Nagar Palika			2

	viii) Gram Panchayats			201
	xi) Revenue villages			195
	x) Assembly Area			3
2.	Population (2011)			
(A)	Sex-wise			
	i) Male			373,319
	ii) Female			379,162
(B)	Rural Population			668,776
3.	Agriculture			
A.	Land utilization			
	i) Total Area		Hectare	193398.150
	ii) Forest cover		“	739.495
	iii) NonAgricultureLand		“	32321.425
	v) cultivable Barren land		“	8523.395
4.	Forest			
	(i) Forest		Ha.	739.495
5.	Livestock & Poultry (2012)			
A.	Cattle			
	i) Cows		Nos.	151238
	ii) Buffaloes		Nos.	5898
B.	Other livestock			
	i) Goats		Nos.	224958
	ii) Sheep		Nos.	41285
	Poultry			191527

	iv) Railways			
	i) Length of rail line		Kms	42
	V) Roads			
	(a) Surface roads	2013-14	Kms	1560
	(b) Un surface roads	2013-14	Kms	55
	(VIII) Banking commercial			
	(a) Commercial Bank		Nos.	53
	(b) rural Bank Products		Nos.	28
	(d) Colleges (including Govt, Private, Arts & Science, Engg, Medical and Polytechnic Colleges)		Nos.	11

3. INDUSTRIAL SCENARIO OF ARIYALUR DISTRICT

Some of the big industrial units like Birlas (UltraTech Cement), India cements, Dalmia cements, Madras cements have their cement units here. Tamil Nadu government's TANCEM factory is in Ariyalur and is the first factory to establish the cement production in ariyalur.

Sugar cane is grown as a major commercial crop. One private sugar factory near keelapalur is functioning in the district with a capacity of crushing 3000 Tonnes per day. One of the main crop in Ariyalur district is cashew. The pre-dominate soil in the district is red sanding with scattered packers of black soil. This town consists mainly of glade soil. The soil in the district is best suited for raising dry crops. Rice also grown in some places.

3.1 NUMBER OF UNITS REGISTERED UNDER EM-II

Year	No. of Units registered (EM-II) – ARIYALUR			
	MICRO	SMALL	MEDIUM	TOTAL
2007-08	0	0	0	0
2008-09	0	0	0	0
2009-10	0	0	0	0
2010-11	0	0	0	0
2011-12	0	0	0	0
2012-13	299	10	1	310
2013-14	302	13	1	316
2014-15	345	33	8	386

3.2 UDYOG AADHAAR MEMORANDUM (UAM)

Govt. of India, Ministry of Micro, Small and Medium Enterprises(MSME) has notified the UdyogAadhaar Memorandum(UAM) under the MSMED Act, 2006 vide gazette notification [SO No. 2576(E)] dated 18-09-2015 in order to promote ease of doing business for MSMEs. A one-page simple registration form for online filing of UAM has been introduced which replaces the filing of Entrepreneur's Memorandum Part I&II. The filing of UAM can be done on ***www.udyogaadhaar.gov.in*** or ***www.msmeonline.tn.gov.in***. Registration is online and user-friendly. UAM can be filed on self-declaration basis. No documentation required. No Fee for filing. Can file more than one UdyogAadhaar with same Aadhaar Number. **EM-I has been abolished. UdyogAadhaar (UA) is for running units. No need to apply for upcoming units.**

3.3 DETAILS OF UDYOG AADHAAR MEMORANDUM FILED/REGISTERED - ARIYALUR

SI No.	Details	Total	Micro	Small	Medium
1	Total Units registered under UAM	126	104	21	1
2	Manufacturing Units	52	46	6	0
3	Service Units	74	58	15	1

3.4 LARGE SCALE INDUSTRIES/PUBLIC SECTOR UNDERTAKINGS

- NCEM, Arasu Nagar, Ariyalur - Taluk, Ariyalur - District, PIN-Code - 621729, Tamil Nadu, India.
- MADRAS CEMENTS, Govindapuram Village, Ariyalur - Taluk, Ariyalur - District, PIN-Code - 621713, Tamil Nadu, India.
- DALMIA CEMENT (BHARAT) LIMITED, Thamaraikulam Village, Ariyalur - Taluk, Ariyalur - District, PIN-Code - 621705, Tamil Nadu, India.
- GRASIM SUGAR FACTORY, Ariyalur District KOTHARI SUGAR (P) LTD, Sathamangalam Village, Ariyalur - Taluk, Ariyalur - District,

3.5 BLOCK-WISE DETAILS OF MSMES, REGISTERED

Block-wise details of micro and small industries					
MICRO AND SMALL INDUSTRIES					
Sl.No	Name of Block	Units Registered	Investment (Rs.In lakhs) (L&B)	Investment (Rs.In lakhs)(P&M)	Employment Generated
1.	Ariyalur	607	382.00	417.79	1606
2.	Tirumanur	199	290.52	154.11	331
3.	Jayankondam	612	839.57	496.41	2396
4.	T. Palur	179	191.91	93.78	415
5.	Andimadam	184	197.32	283.96	413
6.	Sendurai	364	179.83	139.15	1258

3.6 Major Exportable Item

Cement, handicraft items,

3.7 Growth Trend

Moderate

3.9 Vendorisation / Ancillarisation of the Indus

Scope for promoting downstream industries for cement and lime based industries.

3.9. Potential areas for service industry

Hotel, Hospitality enterprises, Travel agency, Hygienic Broiler (Beef), chicken, Mutton shop, Interior decoration, , upholstery , Power System maintenance, Manpower agency, Weighing bridge repairing and maintenance, Embroidering and chamki work , repacking of agriculture produce,.

3.10 Potential areas for new MSMEs

Acutrim	Readymadegarments
Agriculture equipment servicing and repairing	
Bio fertilizer	Corrugated Sheets & Boxes
Bio-fertilizer from agricultural waste	Glass engraving
Colur chalk criyans, cem based industries	Logistic
Vermi composing	Natural dying and natural fiber based textile products
Poultry	Safety matches

	Processing of Silk Cotton
Integrated Dairy farming	Woven sack unit

4. Identified Clusters of Micro & Small Enterprises

Manufacturing Sector

Chalk Crayon, Ariyalur

Silk/ Handloom Udayarpalayam

Brass utensils, Udayanatham

Silk weaving - Udayarpalayam

More than 1500 people are involved in Silk Saree weaving activity which is the other major occupation of the town. Both wholesale and retail trade of these silk saris are undertaken in the town. The silk saris weaved here are sold to the major clothing emporia in other parts of the state.

Service Sector

Nil

5. SUBSIDIES:

Govt. of Tamil Nadu and Govt. of India is giving various subsidies and incentives for existing and new MSMEs. For further details please contact respective District Industries Centres and MSME - DI Chennai. Addresses are given at the end on Institutional support *whom to contact for what.*

6. General issues raised by industry association

1. Backwardness,
2. Promotion of SEZ
3. Establishing exclusive mini industrial estate for textile processing

7. Licensing Authorities: Key Contacts

Approval of production programme for items compulsorily licensable	Production programme approval is not necessary but while obtaining for provisional registration brief project outline is submitted to DIC / Development Commissioner (SSI) New Delhi through State Directorate of Industries.
For units functioning in places other Industrial Estate / approved Developed Plots	License from Corporation Commissioner Municipal authority or Panchayat Board.
Manufacture of Drugs and Cosmetics	State Drug Controller, Drug Control Administration.
Fruits & Vegetable based products	Dy. Director, Food & Vegetable Preservation-Shastri Bhavan.
Units employing 10 or more workers (power used) or 20 or more workers (power not used) approved under Factories Act	Chief Inspector of Factories.
Effluent disposal	Clearance from District Health Officer, Director of Public Health, Pollution Control Board
Registration under Sales Tax Act	Local Joint Commercial Tax Officer
Registration under Central Excise Act	Superintendent of Central Excise of the area or Collector of Central Excise.
Power Connection	Local Assistant Divisional Engineer
Registration Partnership Firm	Inspector General of Registration, 26, Rajaji Salai, Chennai
Details of ISI Specification (Now known as BIS)	Bureau of Indian Standards Southern Regional Office, Taramani, Chennai-600 113.

8. STEPS TO START MSMES.

18 STEPS TO START MSMES	
1.	<i>DECISION TO BE AN ENTREPRENEUR</i>
2.	<i>PRODUCT SELECTION / TECHNOLOGY</i>
3	<i>LOCATION OF THE UNIT</i>
4	<i>TYPE OF THE ORGANISATION</i>
5	<i>PROJECT REPORT PREPARATION</i>
6	<i>ARRANGMENT OF FINANCE</i>
7	<i>STATUTORY LICENCES AND REGISTRATION</i>
8	<i>LAND AND BUILDING</i>
9	<i>PURCHASE OF MACHINERY</i>
10	<i>POWER CONNECTION AND WATER SUPPLY</i>
11	<i>INSTALLATION OF MACHINERY</i>
12	<i>MANPOWER</i>
13	<i>RAW MATERIAL PROCUREMENT</i>
14	<i>PRODUCTION</i>
15	<i>COSTING AND PRICING</i>
16	<i>MARKETING</i>
17	<i>SALES</i>
18	<i>PROFIT</i>

9. INSTITUTIONAL SUPPORT – WHOM TO CONTACT FOR WHAT

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
GUIDANCE		
1.	<u>Guidance on</u> Product Identification / Selection/Training	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 : www.msmedi-chennai.gov.in General Manager (i/c), District Industries Centre, 56-B, Rajaji Nagar, Ariyalur - 621 713.
REGISTRATION / LICENSING		
2.	Technical consultation	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713
3.	License for Compulsory Licensable items	Secretariat for Industrial Assistance, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry UdyogBhavan, New Delhi 110 011. Ph: +91-11-23011983 Fax : +91-11-23011034 Email: dipp_sia@ub.nic.in
4.	Municipal / Local Body License	Concerned Municipality/Local Body Ariyalur District

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
5.	F.P.O. - License (for fruits &Vegetable Processing Units and Beverages manufacturers)	Office of the Deputy Director (F&VP) RajajiBhavan, Basant Nagar, Chennai-600090 Ph : 044-24912421 Fax : 044-24912421
6.	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
7	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
8	Import-Export (I.E.) Code Number	Office of Zonal Joint Director General of Foreign Trade 4th & 5th Floor, ShastriBhavan Annex, 26, Haddows Road, Chennai - 600 006 Ph: 044- 28283404 / 08 Fax: 044 - 28283403 Email: zjdgt@aec-ch.tn.nic.in
9	ISI Mark	Management Systems Certification Officer, Bureau of Indian Standards, C.I.T. Campus, IV Cross Road Chennai-600 113 Ph: 044-22541442, 22542315, 22541311, Fax: 91-044-22541087, 22541087 Email: sro@bis.org.in salessro@bis.org.in
INFRASTRUCTURE		
10	Factory Accommodation Industrial Plots / Sheds (SIDCO)	Tamilnadu Small Industries Development Corporation Limited, Industrial Estate, Guindy, Chennai - 600 032. Ph: 22501461, 22501422/0185/0506/1210

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
		Fax: 22500792 Email: sidco@vsnl.com tansidco@eth.net Branch Manager Small Industries Development Corporation (SIDCO) Industrial Estate, Ariyamangalam Trichy 620 010. Ph: 0431-2441177
11	Power Connection	Superintendent Engineer of the Concerned EB office
FINANCE		
12	PMEGP Scheme	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.
13	UYEGP Scheme	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.
14	Finance under KVIC Scheme	State Director, Khadi and Village Industries Commission, 236, AvvaiShanmugam Road, Gopalapuram, Chennai – 600 086 Ph: 044 – 28351019 Fax No: 044 - 28351697

10. KEY WEBSITES OF GOVERNMENT OF TAMIL NADU

www.msme.in	Ministry of MSME, Govt. of India, New Delhi
www.dcmsme.gov.in	Office of Development Commissioner, Ministry of MSME, Govt. of India, New Delhi
www.tn.gov.in	Portal to Government of Tamil Nadu
www.tidco.com	Tamil Nadu Industrial Development Corporation (TIDCO)
www.tneb.in	Energy department
www.tnidb.tn.gov.in	Tamil Nadu Infrastructure Development Board
www.teda.in	Tamil Nadu Energy Development Agency
www.indcom.tn.gov.in	Micro, Small and Medium Enterprises Department
www.tnsamb.gov.in	Agricultural marketing
www.hepcindia.com/tamilnadu.php	Handloom export promotion in Tamil Nadu
www.tn.gov.in/transport	Transport Department
www.sipcot.com	About industrial parks
www.mepz.gov.in	Madras Export Processing Zone
www.elcot.com	About Software & ITES
www.investingintamilnadu.com	Guide to investing in Tamil Nadu, policies, Tamil Nadu Vision 2023, step by step approach to establishing a company
www.sidco.tn.nic.in	<i>Tamil Nadu Small Industries Development Corporation (TANSDICO) - for allotment of plots/sheds in industrial estates</i>