



Government of India  
Ministry of MSME

## **Brief Industrial Profile of PERAMBALUR District – 2015-16**



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

Carried out by

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## Contents

S. No.	Topic	Page No.
	<b>FOREWORD</b>	<b>1</b>
	<b>Perambalur District Map</b>	<b>2</b>
<b>1.</b>	<b>General Characteristics of the District</b>	<b>3</b>
<b>1.1</b>	<b>Location &amp; Geographical Area</b>	<b>3</b>
<b>1.2</b>	<b>Topography</b>	<b>3</b>
<b>1.3</b>	<b>Availability of Minerals.</b>	<b>3</b>
<b>1.4</b>	<b>Forest</b>	<b>4</b>
<b>1.5</b>	<b>Administrative set up</b>	<b>4</b>
<b>2.</b>	<b>District at a glance</b>	<b>6</b>
<b>2.1</b>	<b>Industrial Estate in the District</b>	<b>8</b>
<b>3.</b>	<b>Industrial Scenario of Perambalur</b>	<b>8</b>
<b>3.1</b>	<b>Year Wise Number Of Units Registered</b>	<b>8</b>
<b>3.2</b>	<b>Udyog Aadhaar Memorandum (UAM)</b>	<b>8</b>
<b>3.2.1</b>	<b>Details of UAM registered/filed</b>	<b>9</b>
<b>3.3</b>	<b>Details Of Micro &amp; Small Enterprises &amp; Artisan Units In The District</b>	<b>9</b>
<b>3.4</b>	<b>Large Scale Industries / Public Sector undertakings</b>	<b>10</b>
<b>3.5</b>	<b>Major Exportable Items</b>	<b>10</b>
<b>3.6</b>	<b>Growth Trend</b>	<b>10</b>
<b>3.7</b>	<b>Vendorisation / Ancillarisation of the Industry</b>	<b>10</b>



<b>3.8</b>	<b>Medium Scale Enterprises</b>	<b>10</b>
<b>3.9</b>	<b>Potentials areas for service industry</b>	<b>10</b>
<b>3.10</b>	<b>Potential areas for new MSMEs</b>	<b>11</b>
<b>3.11</b>	<b>Subsidies</b>	<b>11</b>
<b>4.</b>	<b>Identified Clusters of Micro &amp; Small Enterprise</b>	<b>12</b>
<b>5.</b>	<b>General issues raised by industry association</b>	<b>12</b>
<b>6</b>	<b>Steps to set up MSMEs</b>	<b>13</b>
<b>7.</b>	<b>Licensing authorities – Key contacts</b>	<b>14</b>
<b>8.</b>	<b>Institutional support – whom to contact for what</b>	<b>15</b>
<b>9</b>	<b>Contact details of Industry Association</b>	<b>17</b>



## 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 **PERAMBALUR 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 PERAMBALUR** in particular.

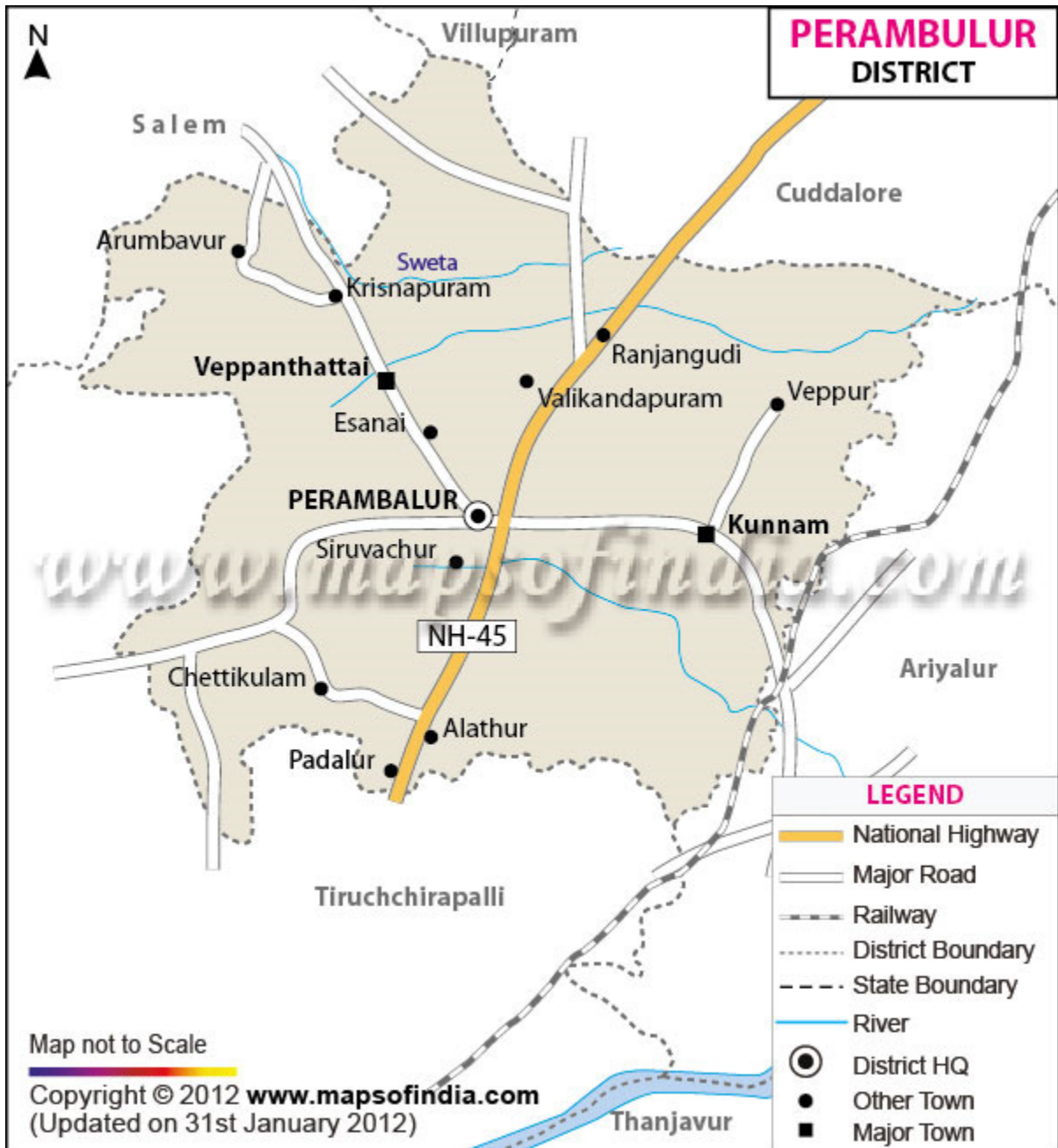


**S. PANIKKASSERY**  
**DIRECTOR**

Place: CHENNAI  
Date: 25-06-2016



## Perambalur District Map





## **BRIEF INDUSTRIAL PROFILE OF PERAMBALUR DISTRICT – 2015-16**

### **1. General Characteristics of the District**

Composite Perambalur District came in to existence after trifurcation of Tiruchirappalli district with effect from 30.09.1995 as per G.O MS.No 913 Revenue / Y3 dated 30.09.1995. In the Government Orders G.O (Ms)No. 656, Revenue, Dated. 29.12.2000 and G.O (Ms)No. 657, Revenue, Dated. 29.12.2000 the Government ordered Perambalur District to be bifurcated into two Districts , Perambalur District with headquarters at Perambalur and Ariyalur District with headquarters at Ariyalur. Subsequently, in the Government orders G.O (Ms)No. 167, Revenue, Dated. 19.4.2002, and G.O (Ms)No. 168, Revenue, Dated. 19.4.2002 , Government ordered that the above two districts be merged into one as Perambalur District with headquarters at Perambalur.

In the Government Order G.O (Ms) NO. 683 Dated. 19.11.2007 Government passed orders that Perambalur District be reorganised and bifurcated again into two districts Perambalur and Ariyalur, out of which Perambalur district with Headquarters at Perambalur consists of one Revenue Division of Perambalur and three Taluks of Perambalur, Kunnam and Veppanthattai.

#### **1.1 Location & Geographical Area.**

It is bounded on the North by Cuddalore and Salem Districts, South by Tiruchirappalli, East by Ariyalur District, West by Tiruchirappalli and Salem Districts.

The density of population in the district is 322 per Sq.Km . Perambalur District is centrally located in TamilNadu and is 267 K.M away, in southern direction, from Chennai. The District has an area of 3691 Sq.Km.

#### **1.2 Topography**

Perambalur District Located and spread between 10.54' and 11.30' degree Northern latitude and 78.40' and 79.30' degree of the Eastern longitude. It is an inland district without coastal line. The District has Vellar River in the North and it has well marked natural divisions. The PACHAMALAI hill situated on the North boundary of Perambalur is the most important hill in the district.

#### **1.3 Availability of Minerals.**

The district is fairly rich in mineral deposits. Celeste, Lime Stone, Shale, Sand Stone, Canker and Phosphate nodules occur at various places in the district. A good deal of building stone (rough stone) is quarried in Perambalur , Kunnam and Veppanthattai Taluks.



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**Major Minerals: Lime stone, Fire clay, Gypsum**

**Minor Minerals: Black granite, Rough stone, Gravel**

#### 1.4 FOREST

Perambalur District has Forest area of 9242.38.5 hec

#### 1.5 Administrative set up.

1.	Total No. of Taluks	:	3 (Perambalur, Veppanthattai & Kunnam)
2.	Total No. of Panchayat Blocks	:	4 (Perambalur, Veppanthattai, Alathur & Veppur)
3.	Total No. of Revenue Villages	:	152
4.	Total No. of Village Panchayats	:	121
5.	Total No. of Town Panchayat	:	4 ( Poolambady, Arumbavoor, Kurumbalur, Lebbaikudykadu
6.	Total No.of Municipality	:	1 (Perambalur)



REVENUE		DEVELOPMENT	
Name of the Taluk	Total No. of Revenue Villages	Name of the Blocks	Total No. of Village Panchayats
1) Perambalur	27	1) Perambalur	20
2) Veppanthattai	39	2) Veppanthattai	29
3) Kunnam	86	3) Alathur	39
		4) Veppur	33
Total	152	Total	



## **2. DISTRICT AT A GLANCE-BRIEF**

Particular		Unit	Statistics
Geographical features			
Geographical Data			
i) Latitude	10.54' and 11.30' degree Northern latitude		
ii) Longitude	78.40' and 79.30' degree of the Eastern longitude		
iii) Geographical Area		Sq.km	1756
<b>Population (2011)</b>			<b>565223</b>
i) Male		Nos	282157
ii) Female		Nos	283066
Rural Population		Nos	468060
Agriculture			
Land utilization			
i) Total Area		Hectare	175736
ii) Forest cover		"	16258
Livestock & Poultry (2012)			
Cattle			
i) Cows		Nos.	137427
ii) Buffaloes		Nos.	1203
Other livestock			
i) Goats		Nos.	136020
ii) Sheep		Nos.	37006
iii) Poultry		Nos.	448563
iv) Railways			
i) Length of rail line		Kms	42.0
V) Roads			
(a) Surface roads		Kms	1046
(b) Un surface roads		Kms	37
(VIII) Banking commercial			
(a) Bank offices		Nos.	64
Colleges		Nos.	Arts College:5 Eng College :4



1.	Primary Schools	20
2.	Middle Schools	61
3.	Pre Primary Schools	59
4.	High Schools	38
5.	Higher Secondary Schools	35
6.	Government I.T.I	1
7.	Private Teacher Training Institute	2
8.	Self-Financing College Of Engineering	7
9.	Govt College Of Arts & Science	2
10.	Self-Financing College of Arts &	4
11.	Govt College Of Arts & Science	1
12.	Govt Music School	1
13.	Private Polytechnic	2
14.	Govt Polytechnic	1

.1	Government Hospitals	3
2.	Primary Health Centres	28
3.	Health Sub Centers	90
4.	Veterinary Dispensaries	35
5.	Rural Veterinary Dispensaries	10



## 2.1 Industrial Estates in the District Perambalur

S. No.	Name of Ind. Area
1	Sidco Industrial Estate - Elambalur

### 3. INDUSTRIAL SCENERIO OF PERAMBALUR DISTT.

#### 3.1 YEAR WISE NUMBER OF UNITS REGISTERED- EM-II

Year	No. of Units registered (EM-II) – PERAMBALUR			
	MICRO	SMALL	MEDIUM	TOTAL
2007-08	38	0	0	38
2008-09	89	2	0	91
2009-10	72	4	0	76
2010-11	296	12	2	310
2011-12	294	6	0	300
2012-13	282	15	4	301
2013-14	340	10	1	351
2014-15	384	15	0	399

#### 3.2 UDYOG AADHAAR MEMORANDUM (UAM)

Govt. of India, Ministry of Micro, Small and Medium Enterprises(MSME) has notified the Udyog Aadhaar 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](http://www.udyogaadhaar.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 Udyog Aadhaar with same Aadhaar Number. **EM-I has been abolished. Udyog Aadhaar (UA) is for running units. No need to apply for upcoming units.**

### 3.2.1 DETAILS OF UDYOG AADHAAR MEMORANDUM FILED/REGISTERED - PERAMBALUR

SI No.	District Name	Total	Micro	Small	Medium
1	Total Units registered under UAM	172	148	24	0
2	Manufacturing Units	88	72	16	0
3	Service Units	84	76	8	0

### 3.3 DETAILS OF MICRO & SMALL ENTERPRISES AND ARTISAN UNITS IN THE DISTRICT

TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
Agro based	204	1887	216
Soda water	2	5	6
Cotton textile	0	0	0
Woolen, silk & artificial Thread based clothes.	0	0	0
Jute & jute based	0	0	0
Ready-made garments & embroidery	479	191	718
Wood/wooden based furniture	35	70	76
Paper & Paper products	27	38	108
Leather based	89	43	89
Chemical/Chemical based	21	12	32
Rubber, Plastic & petro based	27	19	38
Mineral based	18	324	72
Metal based (Steel Fab.)	7	8	12
Engineering units	73	89	116
Electrical machinery and transport equipment	0	0	0
Repairing & servicing	84	117	246
Others	62	92	84

Source: DIC Permbalur



### **3.4 LARGE SCALE INDUSTRIES / PUBLIC SECTOR UNDERTAKINGS**

S.No	Name of the Large scale INDUSTRY	Items Mfg	Location	EMPLOYMENT
1	PERAMBALUR SUGARS	SUGAR	ERAIYUR	579
2	DHANALAKSHMI SUGARS	SUGAR	UDUMBIYAM	400
3	MRF TYRES	TYRES	NARANAMA NGALAM	460

### **3.5 Major Exportable Item**

Cashewnut, cashew shell oil

### **3.6 Growth Trend**

**Moderate**

### **3.7 Vendorisation / Ancillarisation of the Industry**

Nil

### **3.8. Medium Scale Enterprises**

Nil

### **3.9 Potentials areas for service industry**

1. Security services
2. Housekeeping.
3. Tourism related activities.
4. Cell Phone servicing
5. Repairing of Electro-medical Equipments
6. Domestic repairing services.
7. Marketing consultancy
8. Repairing and Servicing of Boats
9. Internet Browsing
10. Data Base services
11. Cyber Marketing
12. Industrial Laundry
13. Documentary Film making
14. Beauty Parlours
15. Sporting and other recreational activities.



16. Safety disposal of hospital/medical waste.
17. Postal and Courier activities,
18. Cable TV
19. Freight transport
20. Printing and book Binding
21. Auto / Two wheeler service centres
22. recharging and reconditioning of batteries
23. Clinical Labs.

### **3.10 Potential areas for new MSMEs**

#### **AGRO BASED**

Cotton ginning and processing  
Bio fuel briquette

#### **CHEMICALS**

Tyre retreading  
Herbal oils  
Soap and detergents  
Plastic reprocessing

#### **ENGINEERING**

Fabrication  
Bus/lorry body buildings

#### **FOOD PROCESSING:**

Cattle feed  
Sago / starch products  
Masala powder  
Milk processing

#### **NON METALIC MINERAL PRODUCTS**

Blue metal jelly  
Hollow blocks  
M-sand  
Fly ash bricks  
Granite cutting & polishing  
Concrete ready mix plants

### **3.11 SUBSIDIES.**

Govt. of India and Govt. of Tamil Nadu is giving various subsidies/incentives for existing and new as well as existing MSMEs on various schemes. For further details contact concerned District Industries Centre (DIC) and MSME-DI, Chennai. The contact details are given ***at Institutional support – Whom to Contact.***



#### **4. IDENTIFIED CLUSTERS OF MICRO & SMALL ENTERPRISE**

##### **Wood cluster. Arumbavur**

For more than a century, these villagers and their forefathers from Arumbavur and Thazhuthalai, remote villages in Perambalur, have cast Gods and Goddesses in wood. The art of wood carving that has been passed down through the generations as a family tradition has become a way of living for almost 150 families in the village.

**Products :** Door Carved pillars Capitals Panels

While most of the artisans work on a wage basis, the experienced ones earn per piece. One piece costs anywhere between Rs.1,500 to 30,000. Women are also involved in the business, though they confine to polishing and applying varnish. The sustainability of the art can be attributed to its success in adapting to contemporary demands and tastes. The artisans, who earlier thrived on building temple chariots, today cater to homes, offices and chiefly hotels with other works of art. The handicraft exhibitions organized by the Tamil Nadu Handicrafts Association also provide a marketing avenue for the artisans



**There is no cluster under service sector**

#### **5. General issues raised by industry association**

1. Creation of Industrial Estate
2. Power supply
3. Finance
4. Marketing
5. Promotion of large scale industries on cement, lime and engineering based industries.



## **6. STEPS TO SET UP MSMEs**

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



## 7. LICENSING AUTHORITIES – KEY CONTACTS

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



## 8.INSTITUTIONAL SUPPORT - WHOM TO CONTACT FOR WHAT

Sl.no	Nature of License / Assistance	Department/ Agency
1.	Guidance on Product Identification / Selection/Training Technical Consultation	Director MSME DEVELOPMENT INSTITUTE, 65/1, GST Road, Guindy, Chennai-600 032. Ph: 22501011-3 lines, 22502416, 22501785 Fax : 22501475, 22501014 Email : <a href="mailto:dcdi-chennai@dcmsme.gov.in">dcdi-chennai@dcmsme.gov.in</a> Web site : <a href="http://msmedi-chennai.gov.in">msmedi-chennai.gov.in</a>  District Industries Centre, Kgm Apts. Kgm Nagar, Near New Bus Stand, Perambalur - 621 220. PH: 04328- 28291595 MAIL: <a href="mailto:dicpblr@tn.gov.in">dicpblr@tn.gov.in</a> <a href="http://www.dicpblr.com">www.dicpblr.com</a>
2.	Technical Consultation	District Industries Centre, Kgm Apts. Kgm Nagar, Near New Bus Stand, Perambalur - 621 220. PH: 04328- 28291595 MAIL: <a href="mailto:dicpblr@tn.gov.in">dicpblr@tn.gov.in</a> <a href="http://www.dicpblr.com">www.dicpblr.com</a>
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, Fax : +91-11-23011034 Email: <a href="mailto:dipp_sia@ub.nic.in">dipp_sia@ub.nic.in</a>
4.	Municipal / Local Body Licence	Concerned Local Body – Corporation, Municipality, Panchayat Union
5.	Plan permit	Local Planning Authority, Perambalur
6.	Registration under Factories Act. (for units employing 10 or more workers with power)	Inspector of Factories M.s. Building, 2nd Floor, Jayankondam Road Ariyalur, Perambalur District 621 704 Ph: 04329-222654
7.	Registration under Pollution control Rules	District Environmental Engineer, Tamilnadu Pollution Control Board, Perambalur
8.	Registration with Fire & Rescue Services	Divisional Fire Officer, Fire & Rescue Department 93 KK Nagar, New Colony Thuraimangalam, Perambalur Ph:04328-224916
9.	Licensing by Health Department – for Food Products	Deputy Director Health Services 4A, Bharathidasan Nagar New Madhanagopalapuram Perambalur 621 212 Ph: 04328-277953



10.	F.P.O. - License (for fruits &Vegetable Processing Units and Beverages manufacturers)	Office of the Depuzty Director(F&VP) Rajaji Bhavan, Besant Nagar, Chennai - 600 090 Tele Fax: 044-24912421
11.	Drug License for Drugs and Cosmetic Products	Asst. Director of Drugs Control I/c. D-37, Fort Station Road, Thillai Nagar, Tirchy – 18 Ph: 0431 - 2761426
12.	Patents & Designs Registration	Sr. Joint Controller of Patents& Designs The Patents Office, Intellectual Property Office Building, G.S.T. Road, Guindy, Chennai - 600 032. Ph : 044-22502080, Fax: 044-22502066 Email: <a href="mailto:chennai-patent@nic.in">chennai-patent@nic.in</a>
13.	Trade Mark Registration	Assistant Registrar of TradeMarks Trade Marks Registry, Intellectual Property Office Building G.S.T. Road, Guindy, Chennai - 600 032. Ph : 044-22502045,Fax: 044-22502046 Email: <a href="mailto:tmrchebr@md3.vsnl.net.in">tmrchebr@md3.vsnl.net.in</a>
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 / 08, Fax: 044-28283403 Email: <a href="mailto:zjdgt@tn.nic.in">zjdgt@tn.nic.in</a>
15.	ISI Mark	Management Systems Certification Officer, Bureau of Indian Standards, C.I.T. Campus, IV Cross Road Chennai - 600 113. Ph: 044-22541442 / 1216 / 2519 Fax: 044-22541087 Email: <a href="mailto:sro@bis.org.in">sro@bis.org.in</a> , <a href="mailto:saleessro@bis.org.in">saleessro@bis.org.in</a>
16.	Registration under VAT	Commercial Tax Officer Multistoried Building 1st Floor Jayankondam Road , Ariyalur, Perambalur 621 704. Ph: 04329-222002
17.	Central Excise	Asst. Commisioner of Central Excise Medical College Road Thanjavur 613 007. Ph: 04362-230657 (TeleFax)
18.	Service Tax Registration	Asst. Commisioner of Central Excise Medical College Road Thanjavur 613 007. Ph: 04362-230657 (TeleFax)
19.	Income Tax	Income Tax Office 44 Williams Road Cantonment , Trichy 620 001.
20.	Factory Accommodation Industrial Plots / Sheds (SIDCO)	General Manager, Tamilnadu Small Industries Development Corporation, SIDCO Indl. Estate, Guindy Chennai - 600 032 Ph: (044) - 22341464, 22345289 Fax: 22345792 Email: <a href="mailto:sidco@vsnl.com">sidco@vsnl.com</a>  Branch Manager



		Small Industries Development Corporation (SIDCO) Industrial Estate, Ariyamangalam, Trichy 620 010. Ph: 0431-2441177
21.	Power Connection	Superintending Engineer Tamilnadu Electricity Board, Mannarpuram, Trichy – 20. Ph: 0431-242231
22.	Lead Bank	Lead District Manager Indian Overseas Bank Renga Nagar, Perambalur 621 212 Ph: 04328-277898
23.	TIIC	Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC), KRT Building, Cantonment, Trichy 20. Ph: 0431-2441177
24.	NABARD	Assistant General Manager NABARD Opp. To NSK Mahal Vadakkumadevi Road, Perambalur, Ph: 04328-278160
25.	PMEGP Scheme	District Industries Centre Jayankondam Road Ariyalur Perambalur District 621 704 Ph: 04329-222363 Email: dicpblr@sify.com  Asst. Director of Khadi and Village Industries, Perambalur
26	UYEGP Scheme	District Industries Centre Jayankondam Road Ariyalur Perambalur District 621 704 Ph: 04329-222363 Email: dicpblr@sify.com
27.	Finance for SC/ST beneficiaries	State Director, Khadi and Village Industries Commission, 236, Avvai Shanmugam Road, Gopalapuram, Chennai – 600 086 Ph: 044 – 28351019, Fax: 044 - 28351697  State Director, Khadi and Village Industries Commission, Trichy-Madurai Road Trichy – 1

## 9. CONTACT DETAILS OF INDUSTRY ASSOCIATION

Sl. No.	Name and Addresses of the Associations
1.	The President The Perambalur Tiny & SSI Assn. 5-A Vivekanandhar Street, Perambalur- 621 212.