



Brief INDUSTRIAL PROFILE SIVAGANGAI (2015-16)

by

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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 **SIVAGANGAI 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 SIVAGANGAI** in particular.

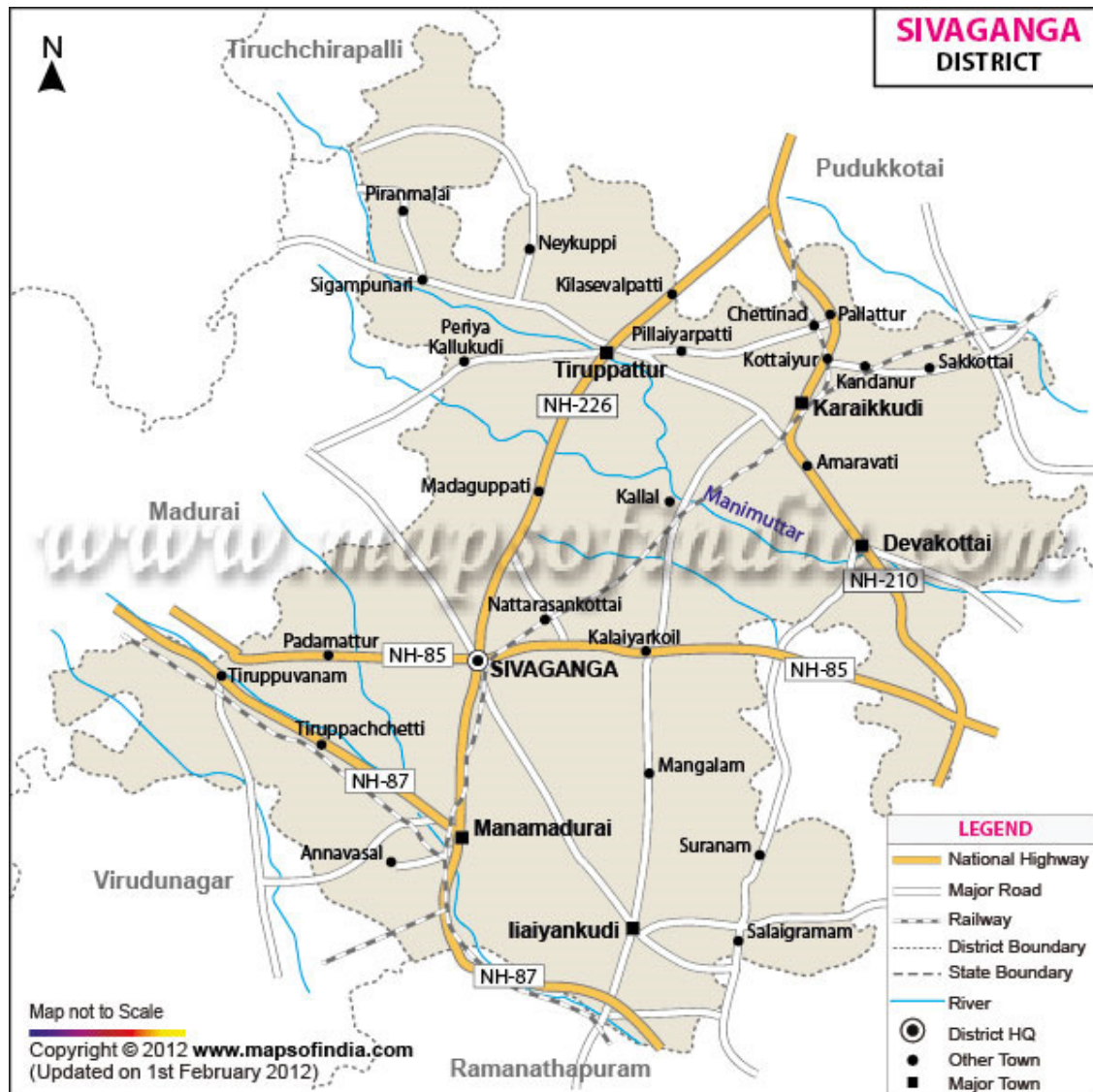


S. PANIKKASSERY
DIRECTOR

Place: CHENNAI

Date: 25-06-2016

A. SIVAGANGAI – DISTRICT MAP



SIVAGANGAI DISTRICT AT A GLANCE

1. General:

Sivagangai District has been carved out from Ramanathapuram District and the District was functioning from 15.3.85 as per G.O Ms.No. 346 Rev. dept. Dated: 8.3.85.

THE HISTORY OF SIVAGANGA :

The Sivagangai seemai is historically an important territory. The Kingdom of Ramnathapuram comprised of the territories of Ramnathapuram, Sivagangai and Pudukottai of today. Sivagangai region was ruled by braved and valour leaders like, Sasivarna Thevar, Raja Muthu Vaduganatha Peria Oodayar Thevar, Rani Velu Nachiar and Maruthu Brothers.

1.1 Location and Geographical Area:

Sivagangai district is having a geographical area of 4189 Sq.K in the Southern part of Tamil Nadu. It lies between 9 43' and 10 47' the Northern latitude and 77 47' and 78 49' of Eastern longitude.

1.2 Topography:

The district is located in the southern part of Tamil Nadu and surrounded Ramanathapuram district in East and South, Virudhunagar and Madurai Districts in West, Tiruchirapalli and Pudukkottai districts in the north. No rainfall in the district is 872.8 MM

2.0 ADMINISTRATIVE SETUP

The District administration is headed by the District Collector with his office at the district collectorate. The responsibilities of the District Collector include maintenance of law & order, coordinating various development and welfare activities in the district, etc. The Collector is assisted by the District Revenue Officer in matters of land revenue, land matters, public distribution system, etc. and by the Project Officer, District Rural Development Agency for various development schemes. General Manager, District Industries Centre assists the Collector, in the development and implementation of schemes regarding Industrial development and Employment generation in the district.

2.1 Details of Administrative setup in Sivagangai District is as follows

No of Firkas (Patwari Circles)	38
No. of Villages	521
No.of Village Panchayats	445
No of Panchayat Unions	12
No. of Municipalities	03

2.1.1 Sivagangai District An Abstract				
01	Area	:	4189.Sq.KM	
02	Population	:	13339101	
			Male	Female
			668672	670429
	Rural	:	462210	464046
	Urban	:	206462	206383
	Working Population in the District			
	Rural		275948	195609
	Urban		115357	33260
	Total		391305	228866
	Occupational Classification			
	Cultivators			117030
	Agricultural labourers			122166
	House hold Industrial workers			9864
	Other workers			371111
	Total			620171
03	Density of Population : 324/Sq.KM			
03	No.of Revenue Divisions	:	2 : Sivagangai & Devakottai	
04	No.of Taluks	:	8 : Sivagangai, Manamadurai, Ilayankudi, Devakottai, Tiruppathur, Karaikudi, Tiruppuvanam and Kalayarkovil	
05	No of. Revenue Villages	:	559	
06	No.of Panchayat Unions	:	12	
07	No.of Village panchayats	:	445	
08	No.of Municipalities	:	03	
09	No.of Parliamentary Constituencies	:	01 : Sivagangai	

2.2 Land Utilisation Pattern

Sl.No	Classification of Land	Area in (Hec)
1	Forest	16533
2	Barren and Uncultivable waste	4710
3	Land put to Non-Agricultural uses	122575
4	Cultivable Waste	18316
5	Permanent Pastures and Other Grazing Land	1367
6	Land Under Miscellaneous Tree Crops and Groves not included in Net Area Sown	6637
7	Current Fallow	28751
8	Other Fallow Land	122068
9	Net Area Sown	97943
10	Geographical Area According to Village Papers	418900
11	Total Cropped Area	102710
12	Area sown more than once	218
13	Average/Normal rainfall in the district : 727.5 MM	

2.3 Soil Classification

S.No	Type of Soil	Places in the district
01	Lateritic Soil and Red Sterile Soil	DevakottaiTaluk, IlayankudiTaluk,KaraikudiTaluk, ManamaduraiTaluk,SivagangaiTaluk and ThiruppathurTaluk.
02	Black soil	DevakottaiTaluk, IlayankudiTaluk, ManamaduraiTaluk and Sivagangai Taluk.
03	Red Loam	DevakottaiTaluk, IlayankudiTaluk,KaraikudiTaluk, ManamaduraiTaluk,SivagangaiTaluk and ThiruppathurTaluk.

04	Red Soil	Devakottai Taluk, Kannangudi Taluk, Ilayankudi Taluk, Manamadurai Taluk, Sivagangai Taluk and Thiruppathur Taluk
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2.4 Financial institutions in the District

S.No	Banks	Nos
01	Nationalised Bank - Branches	147
02	Private and other Bank Branches	41
03	District & Primary Co-operative bank Branches	125
04	Other Banks (Repco-3, Taico-1, TIIC-01, LDB-1)	06
Indian Overseas Bank is the Lead Bank of the District		

2.5 Transport facilities in the district

Sl.No	Road/Rail	Length (in KM)
01	National Highway	54.500
02	State Highways	237.711
03	Major District Roads	361.00
04	Other District Roads	1119.934
05	Municipal Road	295.423
06	Sugarcane road	17.9
Railway lines in the district		
	Broad gauge Line	130.00
	Meter gauge Line	12.94
	No. of Stations	12

3. MINERAL RESOURCES

3.1 Graphite Reserves

The Sivaganga graphite is of flaky variety with 14% average Fixed Carbon used in the manufacture of refractory bricks, expanded graphite, crucibles and carbon brushes. TAMILNADU has over 600 acres of graphite bearing land in Pudupatti, Kumaripatti and Senthiludayanathapuram of Sivagangataluk, Sivagangai District, Tamil Nadu. Estimated reserve of graphite ore in leasehold area is three million tonnes (recoverable graphite from 14% F.C is approximately 3 lakh tonnes).

Graphite Beneficiation Plant

Project cost	Rs. 28 crores
Established	December 1994
Plant Process Capacity	200 tonnes ore per day
Plant production Capacity	20 tonnes on average of beneficiated Graphite upto 96% F.C. per day
Installed Capacity	8400MTs per Annum
Average annual Production - Graphite Flakes	5000 tonnes

Applications:

Graphite finds application in the manufacture of Mag - carbon refractory bricks for lining furnaces, Graphite crucibles for melting non-ferrous metals. Carbon brushes, Paints, Lubricants, Graphite brake lining and clutches for automobiles Pencils are produced from TAMIN Flaky graphite

3.2 GRANITE RAW BLOCK

RESOURCES

TAMIN has got substantial quarrying rights of granite in Tamil Nadu. The granite deposits are rich in black and colour varieties and are among the best in the World

VARIETIES

TAMIN has earned a niche for itself in the world granite market. TAMIN's pride and buyers' choices are Black, Kashmir white, Paradiso, Sivakasi yellow, Redwave and Raw silk dimensional blocks. The black granite of Kunnam is comparable to Ebony black of Sweden. It has been fetching high value in international market. TAMIN's Paithur black granite (with a brown background) is also acclaimed as the choicest variety in international market. Paradiso material (introduced by TAMIN), is unique in colour and pattern and is exported in large quantity to Italian and German markets. TAMIN's Kashmir white is the best of it's kind in the world and it commands high values. TAMIN's green onyx is a rare and unique material and it has caught the fancy of most of the European countries. Apart from this, TAMIN has other colour material like Redwave , Colombo jubrana and Sivakasi yellow, which are widely welcomed by International and Local buyers.

4.0 Industrial Development in the district

4.1 Existing status of industrial Areas in the District-Sivagangai

SIPCOT Industrial complex in the district is located in Manamadurai, which is about 5 KM away from Manamadurai town.

Industrial Estates established and maintained by SIDCO

Place	Year of formation	Total Area (in Acres)	No of Plots	Allotment (Cents)
Karaikkudi (G)	1966	180.19	150	10 to 100
Sivagangai(G)	1966	70.61	142	5 to 47
Kirungakottai (S)	1993	21.85	2	1000 Sq.Feet 0468 Acre

4.2 Industrial Scenario of Sivagangai district

4.2(a)MSME at a glance

S.No	Particulars	Units	Numbers
01	Registered Units	Numbers	9880
02	Total Units	-do-	10580
03	Registered Medium Scale units	-do-	19
04	Average employment in Micro & Small scale units	-do-	5 per unit
05	Employment in Medium Scale Units	-do-	2759
06	Turnover of Micro & Small Scale units	(Rs.)	1107.50 Crores

Agro based, Mineral based units are working in the district. The year wise progress of the units registered in the district is given below for the last 15 years

4.2(b) Sugar Industry:

The Sakthi Sugar Factory is located in Sivagangai. It has capability of producing more than 5000 tons of sugar per day. It provides employment to more than 1000 people directly and indirectly.

4.2©Solar Power Farm: There is no power Generating unit in the District. The district has a long summer and has a short span of rainy season. To harvest the available resources and generating power with the help of renewable resources (Sun Shine),

Moser Bear clean energy Limited has commissioned a 5 MW grid connected solar PV project at Sivagangai. The project was awarded to Sapphire Industrial infrastructure Pvt Ltd., a subsidiary of MBCEL, through a competitive bidding process conducted by the Tamil Nadu Renewable Energy Development Agency. The project implemented under the 50 MW generation based on the incentive scheme of Government of India.

4.2(d) Television Plant

Videocon is setting up a Rs. 1600 crore plant for colour television sets and other electronic consumer durables at Manamadurai.

4.2(e) Year wise trend of units Registered in the district

Year	Number of Registered Units	Employment (in Nos)	Investment (Rs. In Lakhs)
Upto 2000-01	2850	9069	4445.00
2001-02	676	916	343.00
2002-03	665	986	411.00
2003-04	663	832	254.00
2004-05	203	411	264.00
2005-06	226	782	709.00
2006-07	228	1354	1205.00
2007-08	424	8404	4388.00
2008-09	226	2987	5928.00
2009-10	203	2190	4338.00
2010-11	536	4077	6598.00
2011-12	528	3635	6722.00
2012-13	764	4574	11683.00
2013-14	804	5805	4455.00
2014-15	884	6297	30842.00

4.3 List of Large Scale industries in Sivagangai District

Sl.No	Name of the Industry	Address/ Location	Line of activity	Investment (Rs. In Lakhs)	Employ Ment
01	M/S Sakthi Sugars Ltd	Kannariruppu, Mathur, Padamathur-post Sivagangi-Dist	White Crystal Sugar	9343	394
02	M/S Sri Kannathal Textiles (p) Ltd	Okkur, Sivagangai-Dist	Cotton Yarn	1000	300
03	M/S Shree Vadivambigai Textile Mills Ltd	Sakkanthi, Sivagangai-Dist	Cotton Yarn	1340	610
04	M/S Shree Jaya Soundaram textile Mills (P) Ltd	Madagupatti, Sivagangai-Dist	Cotton Yarn	1923	485
05	TAMIN	Pudupatti, Sivagangai-Dist	Graphite	2800	170
06	M/S Chindhamani textile Milss	Arasanoor Sivagangai-Dist	Cotton Yarn	1263	167
07	M/S Kaleeswaraar Mills "B" unit	Kalayarkovil Sivagangai-Dist	Cotton Yarn	1129	401
08	M/S Varadhalakshmi Mills Ltd	Rajagambeeram, Manamadurai-TK Sivagangai-Dist	Cotton Yarn	1707	450
09	M/S MM Forgings Ltd	Singampuneri, Sivagangai-Dist	Corhan Steel, Alloy Steel and Stainless Steel forging	1448	304
10	M/S Shree KadoriAmbal Mills (P) Ltd	Perattankottai, Devakottai-TK, Sivagangai-Dist	Cotton Yarn	2765	650
11	M/S TamilnaduChemical products Ltd	Koviloor Sivagangai-Dist	Sodium Hydro Sulphate	5811	109
12	M/S Annamalaiyar Paper mills	Ooravayal, Pudevayal Via, Sivagangai-Dist	Paper mills	3900	75

13	Tamilnadu Chemicals Products and power plant unit	Koviloor, Sivagangai-Dist	Bio mass Power Plant	3600	25
14	Sakthi Sugar Ltd., Power plant unit	Padamathur, Sivagangai-Dist	Bio mass Power Plant	15000	200
15	Indane Gas Filling Station (GOI undertaking)	Ilayangudi, Sivagangai-Dist	Gas Filling		
16	E.I.D Parry India Ltd	Udaikulam, Sivagangai-Dist	De-Ethanol and rectified spirit (RS)	6000	200
17	R.L Solar power Plant	Marakkathur-Village, Sivagangai-Dist	Power Generation	1200	20
18	Solar Power Plant	Muthupatti, Sivagangai-Dist	Power Generation	1000	20
19	M/S Spices park	Kottagudi, Sivagangai-Dist	Pre cleaning , steam sterilizing of Turmeric, Chillies, Coriander	2000	100

4.4 EXPORT ORIENTED UNITS

M/S RaviBala Import and Exports: It is a unit manufacturing of processed Gherkins, pickles, coir piths block and exported above items to other countries for an amount of Rs. 880 Lakhs annually.

M/S Quantum Drugs and Chemicals: The unit is functioning in SIPCOT Complex Manamadurai in the district, manufacturing Dolophite (Drugs) used as raw materials for Diabetic medicines and exporting to USA

M/SKaraikudi Arts and Crafts and M/S KALING Crafts Karaikudi, Manufacturing Artistic wood items and exporting to other countries.

4.5 Small Scale Enterprises

S.No	Name & Address of the unit	Line of Activity	Investment (Rs. In Lakhs)	Employment
01	Olimpic Spinning Mills, Arasanaru Sivagangai-district	Cotton Yarn	228	54
02	Aurobindo Agro Energy Pvt Ltd., Kalayarkovil, Sivagangai-district	Bio mass power plant	464	100
03	The indian Home p8ipes Co. Ltd., Madurai, Ramnad Road, Manalur-village, silaiman-Post, Sivagangai-district	PSC pipes and allied products	67	66
04	Tamil Nadu Chlorates Ltd.,Sayanapuram Village, Puliyur, Sivagangai-district	Chlorate	220	80
05	Sreekumar Textiles Pvt Ltd., Poovanthi, Sivagangai-district	Cotton Yarn	434	250
06	TNCSC, Modern Rice Mill , SIPCOT Complex, Manamadurai, Sivagangai-district	Rice Mill	350	67
07	Satrategic Engineers Pvt Ltd., SIPCOT Complex, Manamadurai, Sivagangai- district	Fibre reinforce- ment Plastic pipe (FRP Pipes)	791	20
08	Sri Nachammal cotton Mills Ltd, L.F,Road, Chettinad, Sivagangai- district	Cotton Yarn	931	700
09	SreeSnehavallio Textiles ltd, Sankarapuram, Sivagangai- district	Cotton Yarn	623	250
10	Malar Sovent Extraction (P) Ltd, Aranthanki Road, Karunavalkudi, Sivagangai-district	Rice Bran Oil	127	45
11	Heritage Paper mills Mithravayal, Puduvayal,. Sivagangai-district	Paper Mill	520	42
12	Kathirvel Textiles Mills Natchiyarpuram, Sivagangai- district	Cotton Yarn	600	100
13	M/s Layola Textiles, Arasanoor, Sivagangai-district	Cotton Yarn		
14	Ellijeey Textiles (P) Ltd, Dindigul Road Singampuneri, Sivagangai- district	Cotton Yarn	228	124
15	Alagamma Cotton Mills, MelaSimponneri, Sivagangai- district	Cotton Yarn	260	127

4.6 Number of MSEs registered under EM-II

Year	No. of Units registered (EM-II) – SIVAGANGAI			
	MICRO	SMALL	MEDIUM	TOTAL
2007-08	414	15	0	429
2008-09	183	41	2	226
2009-10	161	42	2	205
2010-11	500	37	1	538
2011-12	463	65	0	528
2012-13	667	97	0	764
2013-14	642	162	0	804
2014-15	591	297	0	888

4.7 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. 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. Need not file through Udyog Aadhaar. Udyog Aadhaar (UA) is for running units. No need to apply for upcoming units.**

4.8 DETAILS OF UDYOG AADHAAR MEMORANDUM FILED/REGISTERED

Sl No.	District Name	Total	Micro	Small	Medium
1	Total Units registered under UAM	604	512	87	5
2	Manufacturing Units	277	241	34	2
3	Service Units	327	271	53	3

4.9 List of Identified Industrial Clusters

S.NO	NAME OF CLUSTER	LOCATION	PRODUCT
1	Engineering	Sivagangai	Engineering Fabricatiojn
2	Electro Plating Industry	Pottapalayam (all the units in the border of Sivagangai & Madurai)	Electroplating for cycle,auto and other engineering components
3	Coir	Singampunari	Fibre extraction and Yarn spinning & Mat and Mattress
4	Rice Mill	Puduvayal and Pallathur	Rice
5	Jewellery	Karaukudi.	-

Note: Coir Cluster Singampuneri has availed financial grant for establishing common facility centre under MSE-CDP scheme of Govt. of India/Govt. of Tamil Nadu. The project is implemented by Coir Board Cochin.

4.10 Potential Areas for Service Industries:

Sl.No	Areas	S.No	Areas
01	Browsing Centre	16	Commercial Advertising Agency
02	Software Development	17	Health Fitness Centre
03	DTP Centre/Typing Job work	18	Tailoring job work
04	Office Automation	19	Beauty parlour
05	Parcel/Courier Service	20	Beauty Saloon for Gents
06	Logistic Service	21	Crèches
07	Industrial Consultancy	22	Rural BPO Centres
08	Industrial Design and Layout making	23	Industrial Laundry
09	Housekeeping and office equipment maintenance	24	Pathological Laboratories
10	Restaurants	25	Power System Repair and Maintenance
11	Computer/Laptop/Cell phone servicing	26	Two Wheeler/Four Wheeler Servicing
12	Repacking of Agro Products	27	Interior Decoration
13	Manpower Agency		
14	Weigh bridge		
15	Restaurant		

4.11 Potential for New MSME s

Sl.No	Name of the Block	BreProject	
1	Sivagangai	1	Coir Pith Curled CoirBlock
		2	Graphite based industries
		3	Stone polishing
		4	Gherkins
		5	Printing Press
		6	Char coal
2	Kalayarkovil	1	Oil Mill
		2	Rice Milling
		3	Organic manure
3	Manamadurai	1	Hollow Blocks
		2	Chamber and country Bricks
		3	Flooring Tiles, Pavement blocks
		4	Artesian pot / Flower pot
		5	Char coal Powder
		6	Bakery products
4	Thiruppuvanam	1	Stone cutting and polishing
		2	Chamber/country Bricks
		3	Tiles of different types
		4	Printing Press
		5	Chamber bricks

		6	Fabrication work
5	Ilayangudi	1	Rice Mill
		2	Printing Press
		3	Spices Grinding
		4	Offset Printing
6	Sakkottai	1	Rice Mill
		2	Rice Bran oil
		3	Bakery items
		4	Computer service centre
		5	Wood Carving
		6	Jewellery
7	Kallal	1	Wood Carving/Works
		2	Tiles of different type
8	Thiruppathur	1	Stone Crusher
		2	Printing Press
		3	Hallow blocks
9	Singampuneri	1	Coil Pith block
		2	Oil Mill
		3	Coir Fibre
		4	Curled Coir
		5	Vulcanising
		6	Auto components
10	S.Pudur	1	Coir pith Block
		2	Coir Fibre
		3	Curled Coir
11	Devakottai	1	Aluminium Vessels
		2	Offset printing
		3	Rice mill
		4	Jewellery making
12	Kannangudi	1	Four Mill

5. SCHEMES OF FINANCIAL ASSISTANCE TO SET UP ENTERPRISES

The Union and State Government implements various employment oriented schemes with subsidies to generate more employment opportunities among the youth.

5.1 PMEGP SCHEME LAUNCHED BY GOVERNMENT OF INDIA

Government of India launched this scheme in 2008 to generate more self-employment opportunities. National Nodal Agency is KVIC. Other agencies nominated for effective implementation of the scheme are District industries Centre and KVIB. KVIC and KVIB take care of rural areas, while the DIC takes care of Rural as well as urban needs.

Under this scheme an individual can get a Maximum loan of Rs. 25, 00,000/- for Manufacturing sector and Rs. 10, 00,000/- for Service sector. Minimum age limit is 18 years, there is not upper age limit. Up to Rs. 10,00,000/- investment in manufacturing sector and uptoRs. 5,00,000/- in service sector, there is no need for formal education , more than that the candidate must pass 8th std.

District Industries Centre offers financial assistance to young entrepreneurs under 2 schemes operated by Government of Tamil Nadu.

1) UNEMPLOYED YOUTH EMPLOYMENT GENERATION PROGRAMME (UYEGP)

2) NEW ENTREPRENEURS CUM ENTERPRISES DEVELOPMENT SCHEME (NEEDS)

5.2 UYEGP:

This scheme of self employment loan envisages financial assistance to aspiring unemployed youth through banks for a maximum project cost of Rs.5 lakhs for manufacturing enterprises, Rs.3 lakhs for service enterprises and Rs.1 lakh for business enterprises.

Anyone in the age group of 18 to 35, Passed 8th Standard and with a family income of less than Rs.1,50,000/- Per.Annum is eligible to avail this loan.

Age relaxation of 10 years is admissible for special category applicants belonging to anyone of the categories of women, SC/ST, differently abled, transgender, Ex-service persons, minorities, BC and MBC.

The project cost is inclusive of 5% / 10% of contribution from the applicant and 25% of the project cost is given as subsidy from Government of Tamil Nadu and a mandatory training of one week period is imparted by EDI, Chennai.

5.3 NEEDS:

This is a novel scheme of self-employment introduced by the Government of Tamil Nadu during the year 2013.

First generation entrepreneurs with minimum educational qualification of a degree, diploma or I.T.I. are eligible to avail loan under this scheme through banks.

Aspirants aged not below 21 and not above 35 with the said educational qualifications can avail loans for setting up manufacturing and service enterprises involving project cost up to Rs. 1.Crore.

The promoter's contribution is 10% of the project cost and a subsidy of 25% of the project cost subject to a maximum of Rs.25 lakhs is included in the project out lay.

For special category applicants belonging to the categories of women, SC/ST, Ex-serviceman, differently abled, minorities, MBC, BC and trans-gender the upper age limit is 45 years and the promoter's contribution is 5%.

The District Industries Centre takes care of the Micro Small and Medium Enterprises of the district by providing incentives and by providing financial assistance to aspiring and existing entrepreneurs various incentives offered to MSMES as announced by Government of Tamil Nadu are:

5.4. STATE CAPITAL INVESTMENT SUBSIDY.

New enterprises and existing enterprises going for expansion/diversification are eligible for a subsidy of 25% of investment made in plant and machinery. Selected micro manufacturers located anywhere in the district and selected small manufacturing enterprises located only in the backward blocks and in Government sponsored industrial estates are eligible for this subsidy.

5.5. LOW TENSION POWER TRAFFIC SUBSIDY:-

Subsidy of 20% of the consumption of electricity charges is reimbursed as LTPT Subsidy for the first three years of production. All the manufactures

(not in the negative list) and by the small manufactures located in the industrially backward blocks and in Government sponsored industrial estates and Enterprises taking up expansion are also eligible to avail this subsidy .

5.6 VAT SUBSIDY.

All micro manufacturers are given reimbursement of 100% of their VAT payment made to Commercial Taxes Department during the first six years of production.

5.7 .GENERATOR SUBSIDY.

All manufacturing enterprises installing generators of rating up to 320 KVA are eligible for 25% of the cost of the generators (not more than Rs.5.00 Lakhs Only) as Generator subsidy.

5.8 . BACK ENDED INTEREST SUBSIDY.

3% of the amount of interest paid by entrepreneurs the banks against their T.L. obtained for under GTMSE and TUF (CLCSS) schemes is reimbursed as Back Ended interest subsidy.

6. STEPS TO BE TAKEN TO SET UP NEW ENTERPRISES

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

7. INSTITUTIONAL SUPPORT – WHOM TO CONTACT FOR WHAT

GUIDANCE		
S.No	Nature of License / Assistance	Department/Agency
1.	Guidance on Product Identification / Selection/ Training Technical Consultation	<p>The Director MSME Development Institute, 65/1, GST Road, Guindy, Chennai-600 032, Ph: 22501011-3 lines, 22502416, 222501785 Fax: 222501475, 222501014 Email: sisi-chennai@eth.net, sisieidivchn@rediffmail.com</p> <p>General Manager, District Industries Centre (DIC) Collectorate Complex, Sivaganga 630 562 Ph: 04575-240257 e-mail: dicsva@gmail.com. Web: dicsvg.in</p>
REGISTRATION / LICENSING		
2.	Udyog Aadhaar Memorandum (UAM)	<p>Online filing of UAM is available at www.onlinemsme.tn.gov.in or Contact General Manager, District Industries Centre (DIC) Collectorate Complex, Sivaganga 630 562 Ph: 04575-240257 e-mail: dicsva@gmail.com. Web: dicsvg.in</p>
3.	License for Compulsory Licensable items	<p>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</p>
4.	Municipal / Local Body License	<p>Concerned Local Body , Municipality, Town Panchayat and Panchayat Union</p>
5.	Approval of Land Classification	<p>Dy.Director, Twon and Country Planning 430, Gandhi Veethi, Sivagangai PH.04575-240302</p>

6.	Registration under Factories Act. (for units employing 10 or more workers with power)	Inspector of Factories Collectorate Complex Sivaganga 630 562 Ph: 04575-243260
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7.	Registration under Pollution control Rules	Assistant Environmental Engineer Tamil Nadu Pollution Control Board, 5, Perumalkovil St, Sivagangai-630562 Ph: 04575-243906
8.	Registration with Fire & Rescue Services	Divisional Fire Officer, Fire & Rescue Services, Collectorate complex Sivagangai-630562
9.	Licensing by Health Department for Food Products	Deputy Director of Medical and Rural Health Services, Collectorate Complex, Sivaganga 630 562 Ph: 04575-240524 Email: ddhealth@sganga.tn.nic.in
10	Safety Certificate for Installation of Generator Sets	Electrical inspector, Electrical inspectorate, Govt.ofTamilnadu, 618, Karpagam Nagar, 10 th st, K.Pudur, Madurai-625007 0452-2535561
11	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
12	Drug License for Drugs and Cosmetic Products	The Assistant Director of Drugs Control No.27, Besant Road, Mobile Squad, Chokkukulam, Madurai 625 002 Ph: 0452- 2654042
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: 044-22322824-25, FAX: 044-22322878, 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 : 044-2321992, 22322441, 22322442 Fax:044-24314751

		Email: tmrchebr@md3.vsnl.net.in
14.	Import-Export (I.E.) Code Number	Office of the Joint Director General of Foreign Trade, No.117, I main Raod, K.K.Nagar, Madurai-625020 Telefax: 04522586485 e-mail:Madurai-dgft@nic.in

15.	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 , salesro@bis.org.in
16.	Registration under VAT	Asst. Commercial Tax Officer, Perumalkovil Street, Sivaganga 623 562 04575-240573
17.	Central Excise	Assistant Commissioner of Central Excise V.P. RathinasamyNadar Road Madurai 625007 PH.0452-2530792
18.	Service Tax Registration	Assistant Commissioner of Central Excise V.P. RathinasamyNadar Road Madurai 625007
19.	Income Tax	Income Tax Office Sekkalai Street Karaikudi-630002 04565-225241
INFRASTRUCTURE		
20.	Factory Accommodation Industrial Plots / Sheds (SIDCO)	General Manager, Tamilnadu Small Industries Development Corporation, 1, Paulwels Road, Kathipara Junction, Chennai - 600 016 Ph: (044) - 22341464, 22345289 Fax: 22345792 Email: sidco@vsnl.com The Branch Manager, SIDCO, Industrial Estate Thondi Road, Sivagangai 630 561 Ph: 04575-240636
21	SIPCOT	The Project Office3r, SIPCOT, Manamadurai 04574-25802
22	Power Connection	Superintendent Engineer, Tamilnadu Electricity Board, Collectorate Complex, Sivagangai 630 562 Ph: 04575-240661 Email: setneb@sganga.tn.nic.in

FINANCE		
23.	Lead Bank	Lead District Manager Indian Overseas Bank, Opposite to Bus Stand, Sivaganga 630 562 Ph: 04575-240508
24	TIIC	Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC), 45, Shunmugaraja Street, Near Pandian Theater - Sekkalai Road, Karaikudi, SivagangaDt 630 001 Ph: 04565-238080, 238746 Website: www.karaikudi@tiic.org
25	NABARD	Assistant General Manager NABARD, District Development Office, Tiruppathur Road, Sivaganga 630 561 Ph: 04575-242184
26	Finance for SC/ST beneficiaries	The District Manager Tamilnadu Adi Dravidar Housing & Development Corporation Collectorate Complex, Sivaganga 630 562 Ph: 04575-240501 Email: tadco@sganga.tn.nic.in
SCHEMMES		
27	PMEGP Scheme (Urban & Rural)	The General Manager District Industries Centre (DIC) Collectorate Complex, Sivaganga 630 562 Ph: 04575-240257
28	PMEGP Scheme (Rural)	KVIC, I Floor, Bye pass Road, Near State Transport Corpn Bus Depot, Madurai-625010 0452-2386762, 2386792
29	PMEGP Scheme (Rural)	Khadi Village Industries Collectorate Complex Virudhunagar Ph: 04562 - 252796, 0461 - 2310853
30	New Entrepreneurs and Enterprises Development Scheme (NEEDS)	The General Manager District Industries Centre (DIC) Collectorate Complex, Sivaganga 630 562 Ph: 04575-240257
31	UYEGP	The General Manager District Industries Centre (DIC)

		Collectorate Complex, Sivagangai-630562 Ph: 04575-240257
32	Finance under KVIC Scheme	KVIC, I Floor, Bye pass Road, Near State Transport Corpn Bus Depot, Madurai-625010 0452-2386762, 2386792

8. LICENSING AUTHORITIES – KEY CONTACTS

Sl. No.	Product Line / Activity	Licensing Authority
1	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.
2	For units functioning in places other Industrial Estate / approved Developed Plots	License from Corporation Commissioner Municipal authority or Panchayat Board.
3	Manufacture of Drugs and Cosmetics	State Drug Controller, Drug Control Administration.
4	Fruits & Vegetable based products	Dy. Director, Food & Vegetable Preservation-Shastri Bhavan.
5	Units employing 10 or more workers (power used) or 20 or more workers (power not used) approved under Factories Act	Chief Inspector of Factories.
6	Effluent disposal	Clearance from District Health Officer, Director of Public Health, Pollution Control Board
7	Registration under Sales Tax Act	Local Joint Commercial Tax Officer
8	Registration under Central Excise Act	Superintendent of Central Excise of the area or Collector of Central Excise.
9	Power Connection	Local Assistant Divisional Engineer
10	Registration Partnership Firm	Inspector General of Registration, 26, Rajaji Salai, Chennai
11	Details of ISI Specification (Now known as BIS)	Bureau of Indian Standards Southern Regional Office, Taramani, Chennai-600 113.