



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of
THIRUVARUR District
2012

COMPILED BY



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<h2>Contents</h2>		
S. No	TOPIC	Page No.
1.	General Characteristics of the District	1
1.1.	Location and Geographical Area	1
1.2.	Topography	1
1.3.	Availability of Minerals	2
1.4	Forest	2
1.5	Administrative set up	2
2	District at a glance	3
2.1	Existing Status of Industrial Areas in the District	6
3.	Industrial Scenario of Thiruvarur	7
3.1	Industry at a Glance	7
3.2	Year-wise trend in registered MSMEs.	7
3.3	Details of existing micro & small enterprises and artisan units in the district	8
3.4	Large Scale Industries / Public Sector undertakings	9
3.5	Major Exportable Item	9
3.6	Growth Trend	9
3.7	Vendorisation / Ancillarisation of the Industry	9
3.8	Medium Scale Enterprises	9
3.9	Service Enterprises	9
3.9.1	Potentials area for service industry	10
3.10	Potential for new MSMEs	10
3.10.1	Resource & Demand based Industries –suitable for Thiruvarur district	10
4	Clusters of Micro & Small Enterprise	12
4.1.1	Manufacturing Sector clusters	12
4.1.2	Service Sector clusters	12
4.2	Details for Identified cluster	13
4.2.1	Coir Cluster, Muthupet	13
4.2.2	Rice Mill Cluster, Madhukur	13
4.2.3.	Groundnut Candy Cluster, Thiruvarur	14
5	General issues raised by industry association during the course of meeting	15
6	Steps to set up MSMEs	18

Brief Industrial Profile of Thiruvarur District

1. General Characteristics of the District:

Thiruvarur district was formed on 1-1-1997 by carving out nine blocks from the composite Nagapattinam district and one block from Thanjavur district with Thiruvarur as district headquarters.

Agriculture is the principal occupation in the district. More than 70% of the total work force is dependent upon agriculture. Around 14 % are cultivators and the rest agricultural labourers. Normal area under cultivation is around 74 % of the geographical area. Paddy is the principal crop of the district. It accounted for nearly 65 % of the gross cropped area. The district forms part of the rice bowl of Tamilnadu.

1.1 Location and Geographical Area:

The district lies between 10°20' & 11°07' degrees of northern latitude and 79°15' and 79°45' degrees of eastern longitude.

It is a very small district with a total geographical area of 2097.09 Sq. Kms. This constitutes just 1.6% of the area of the State.

The district boundaries are:

East : Nagapattinam district.

West : Thanjavur district.

North : Nagapattinam & Thanjavur districts.

South: Palk strait and Thanjavur district.

1.2 Topography:

The entire district contains plain land only. Predominant soil types in the district are Sandy coastal alluvium and red loam. These types of soils are very fertile. Cauvery is the main river flowing in this district. Vennar, Vettar, Koraiyar, Paminiyar, Mullaiyar, Harichandra Nadi, Arasalar, Vanchiar, Nattar etc are some of the seasonal rivers flowing in this district. Canals extending to a length of around 612 Kms supported by the Cauvery system irrigate the entire district.

1.3 Availability of Minerals:

Thiruvarur has no major mineral resources. Sand is the only minor mineral available at river beds. It has got natural gas deposits. Two large scale power generation plants and few more natural gas units have already been started in the district. Due to fluctuation in gas availability, further natural gas based units are not encouraged.

1.4 Forests:

The district possesses 2452 hectares of land under forest constituting a meager 1.17 % of its geographical area and a meager 0.11 % of the forest area of the state. The entire forest area is located in Muthupet Block only. Timber is the only forest produce available.

1.5 Administrative set up.

The district has been divided in to 2 revenue divisions and 7 taluks. The area has been further divided as follows for revenue administration.

Administrative Profile

Total geographical Area : 2097.09 Sq. Kms.			
Revenue Divisions – 2			
Taluks - 7			
Municipalities	Blocks	Town Panchayats	Village Panchayats
4	10	7	430

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	2010-11		10.00' & 11.07'
	ii) Longitude	2010-11		79.15' & 79.45'
	iii) Geographical Area		Hectares	2,09,709
(B)	Administrative Units			
	i) Sub divisions	2010-11	Nos.	2
	ii) Tehsils/Taluks	2010-11	Nos.	7
	iii) Sub-Tehsil	2010-11	Nos.	27
	iii)Nagar nigam/Town Panchayats	2010-11	Nos.	7
	iv) Nagar Palika/Municipality	2010-11	Nos.	4
	v) Gram Panchayats	2010-11	Nos.	430
	vi) Revenue villages	2010-11	Nos.	573
	vii) Assembly Area	2010-11	Nos.	4
2.	Population			
(A)	Sex-wise			
	i) Male	2011	Nos.	627616
	ii) Female	2011	Nos.	640478
(B)	Rural Population	2011	Nos.	1009411

				(79.6%)
3.	Agriculture			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	209709
	ii) Forest cover	2010-11	“	2452
	iii) Non Agriculture Land	2010-11	“	37144
	v) cultivable Barren land	2010-11	“	113
4.	Forest			
	(i) Forest	2010-11	Ha.	2452
5.	Livestock, Poultry and Fisheries			
	i) Cattle	2010-11	Nos.	269555
	ii) Buffaloes	2010-11	Nos.	7665
	i) Goats	2010-11	Nos.	311183
	ii) Sheep	2010-11	Nos.	5881
	iii) Poultry	2010-11	No.	311487
	iv) Milk production	2010-11	1000 tonnes	162.508
	v) Fish Catch – Inland	2010-11	Tonne	5036.05
	vi) Egg Production	2010-11	Lakh Nos.	92.507
6.	Roads and Railways			
A	Railways			
	i) Length of rail line	2010-11	Kms	254 Kms

B	Roads			
	(a) National Highway	2010-11	Kms	Nil.
	(b) State Highway	2010-11	Kms	328.04
	(c) Municipal Roads/Main District Highway	2010-11	Kms	230.35
	(d) Other district & Rural Roads	2010-11	Kms	649.27
7	Communication, Health, Banking and Education			
	A. Communication			
	(a) Telephone connection	2010-11		16179
	(b) Post offices	2010-11	Nos.	98
	(c) Telephone centres	2010-11	Nos.	20 Exchanges
	(d) Density of Telephone	2010-11	Nos./1000 person	12.76
	(e) Density of Telephone	2010-11	No. per KM.	7.7
	(f) Mobile	2010-11	-	On Demand
	B. Public Health			
	Allopathic Hospital	2010-11	No.	9
	Beds in Allopathic hospitals	2010-11	No	1173
	Ayurvedic Hospital	2010-11	No	1
	Beds in Ayurvedic hospitals	2010-11	No	-
	Unani hospitals	2010-11	No	1

Primary health centers	2010-11	No	42
Sub Health Centers	2010-11	No	195
C. Banking			
(a) Commercial Bank	2010-11	Nos.	89
(b) Regional Rural Bank	2010-11	Nos.	-
(c) Co-Operative banks	2010-11	Nos.	6
(d) PLDB Branches	2010-11	Nos.	6
D. Education			
(a) Primary school		Nos.	626
(b) Middle schools		Nos.	264
(c) Secondary & senior secondary schools		Nos.	135
(d) Colleges		Nos.	7
(e) Technical University		Nos.	-

2.1. Existing Status of Industrial Areas in the District

At present there is no Industrial estate in the district. There is a proposal to form an estate at Vaipur Village in Thiruvarur taluk. The industrial units are spread over the district.

3. INDUSTRIAL SCENARIO OF THIRUVARUR

3.1 Industry at a Glance

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT(MSME)	NO.	4389
2.	TOTAL INDUSTRIAL UNIT	NO.	17000
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	3
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	10609
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	250
6.	NO. OF INDUSTRIAL AREA	NO.	Nil
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	N.A.
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	N.A.

3.2 YEAR WISE TREND OF REGISTERED MSEs

	YEAR	NUMBER OF REGISTERED UNITS	EMPLOYMENT	INVESTMENT (lakh Rs.)
	2006	3261	6000	807.74
	2007-08	108	679	409.57
	2008-09	253	1104	725.65
	2009-10	121	545	819.56
	2010-11	330	1125	2803.00
	2011-12	316	1156	1681.36
	Total	4389	10609	7246.88

Source: DIC, Thiruvapur

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

NIC CODE NO.	TYPE OF INDUSTRY	NUMBER OF UNITS	INVESTMENT (Lakh Rs.)	EMPLOYMENT
20	Manufacture of Food Products and Beverages & Packaged water	322	2693.31	1662
23	Cotton textile & Silk etc.	29	140.87	127
26.	Ready-made garments & embroidery	1788	470.87	3588
27.	Wood/wooden based furniture	86	234.65	200
28.	Paper & Paper products	55	359.04	254
29.	Leather based	19	21.10	46
31.	Chemical/Chemical based	33	228.23	199
30.	Rubber, Plastic & petro based	18	130.27	70
32.	Mineral based	69	326.61	507
33.	Metal based (Steel Fab.)/furniture etc.	1169	1000.60	1961
35.	Engineering units	13	93.81	111
36.	Electrical machinery and transport equipment	50	103.43	180
45	Construction	2	4.00	22
97.	Repairing & servicing	389	75.76	663
01.	Others	1	4.00	3
	Other service enterprises	361	1382.93	1063

Source: DIC, Thiruvarur

3.4 Large Scale Industries / Public Sector undertakings

1. Southern Energy Development Corporation Limited, Nallur, Kottur Block, Mannargudi Taluk
2. TNEB Power Generation Plant, Kovilkalappal, Kottur Block
3. Southern India Edible Oil, Karppur, Thiruvarur district.

3.5 Major Exportable Item

There is no industrial export from this district.

3.6 Growth Trend

Being an agrarian economy, industrial growth in the district is mainly confined to agro-based industries. A large number of Rice mills, Oil mills are spread over the district. However, consequent to the extraction of natural gas two power generation plants have been setup in the recent past. The district is witnessing strong presence of foot loose industries. There is scope to promote coir, agro-based and marine-based industries for kindling the growth of the district economy. A few gas based units have also been set up. Of late, service sector enterprises have started mushrooming.

3.7 Vendorisation / Ancillarisation of the Industry

Since there are very few large scale industries scope for Vendorisation / ancillarisation is very limited. Existing two power generation plants offer some scope for manufacture of electrical power generation/distribution components.

3.8. Medium Scale Enterprises

There is no medium scale industry in the district,

3.9 Service Enterprises

There is a visible presence of service enterprises like automobile servicing repairing, hotel hospital, boat repairing, nylon fishnet repairing.

The growth of software industry and educational institutions in the world in general and Tamilnadu in particular and the migration of skilled and unskilled labour towards greener pastures have its impact in this district also. In fact it has helped in

improving the economic standards of the people, who had otherwise confined to agriculture. Engineering Colleges, IT-related educational institutions and other educational institutional started spreading in the district. Two and four-wheeler service centre repair and service enterprises and other service sector enterprises have started mushrooming.

3.9.1 Potentials area for service industry

1. Agricultural Clinics
2. Security services
3. Housekeeping.
4. Cell Phone servicing
5. Repairing of Electro-medical Equipments
6. Domestic repairing services.
7. Marketing consultancy
8. Industrial consultancy
9. Entrepreneurship Development Institutions
10. Repairing and Servicing of Boats
11. Internet Browsing
12. Data Base services
13. Cyber Marketing
14. Industrial Laundry
15. Documentary Film making
16. Beauty Parlours
17. Sporting and other recreational activities.
18. Safety disposal of hospital/medical waste.
19. Postal and Courier activities,
20. Cable TV
21. Freight transport
22. Printing and book Binding
23. Auto / Two wheeler service centres
24. Recharging and reconditioning of batteries

3.10 Potential for new MSMEs

3.10.1. Resource & Demand based Industries suitable for Thiruvarur district

1. Energy Food
2. Ready mixes for Savouries
3. Sugarcane Beverage- Bottled
4. Meat Gravy Concentrate
5. Ready-to-Serve Fruit Based Beverages
6. Coconut Based products like
 - a. Coconut Cream
 - b. Coconut water- Preserved & Packaged
 - c. Desiccated coconut
 - d. Coconut husk particle board
 - e. Coconut Moulded Baskets
 - f. Coconut-shell Cups

- g. Coir Brushes
- h. Coir Yarn
- i. Coir Mats
- j. Coir carpets
- k. Coir rugs
- l. Manure from Coir Pith

7. Value added food products from Banana like:

- a. Banana Figs (Dehydrated banana)
- b. Banana Chips
- c. Banana flour/powder
- d. Banana Jam
- e. Banana Fruit bar
- f. Banana Juice (Ready-to-serve)
- g. Banana based baby food
- h. Banana biscuits
- i. Banana based Health drink
- j. Alcohol from banana waste.
- k. Banana Fabric polymer Compost
- l. Cushioning Material Out of Banana Stem
- m. Banana fibre & fancy articles

8. Milk Products

9. Value added food products from Mango

- a. Mango Pickles
- b. Mango Chocolate
- c. Mango soft drinks
- d. Mango kernel Oil
- e. Mango Nectar
- f. Mango Chutney

10. Value added Products from Fish

- a. Fish processing & Canning
- b. Fish pickles
- c. Fish meal
- d. Fish protein concentrate
- e. Shrimp pickles
- f. Shrimp feed.
- g. Fresh-water prawn culture

11. Edible oil extraction

12. Vegetable pickles

13. Tapioca Chips

14. Dall Milling

15. Silica from Rice Husk ash

16. Activated carbon from Paddy Husk

17. Cement material from Rice husk ash

18. Paper Boards

19. Flower extracts

20. Tulasi Oil

21. Spirulina

22. Phyllanthus Amarus extract (Keezhanelli)
23. Natural Food Colours
24. Natural Dyes for Textiles
25. Mini power plants
26. Refined salt
27. Bacterial Bio-fertilisers
28. Microbial Bio-pesticides/Insecticides
29. Vermi-composting
30. Bio-stimulators for crops
31. Manure based on human-waste
32. Plastic Toys
33. Readymade Garments
34. Catering and Fast foods
35. Packaging industries
36. Manufacture of seeds and seedlings
37. Nurseries for companion planting, repellent Crop & Ornamental Plants
38. Cattle Feed/Poultry Feed
39. Fly-ash bricks
40. Chamber bricks
41. Gold and Diamond Jewellery
42. Synthetic twine & nuts
43. Electrical
44. Catering and Fast foods
45. Mushroom plantation and processing
46. Electrical Equipments/components
47. Structural fabrication
48. Packaging of drinking water
49. Invertors and UPS

4. Clusters of Micro & Small Enterprise

4.1 Existing clusters

4.1.1 Manufacturing clusters

1. Coir Cluster, Muthupet.
2. Rice Mill, Madhukur
3. Groundnut candy Cluster (Chikki), Thiruvarur

4.1.2 Service Sector Clusters

There is no service clusters in the district.

4.2 Details for Identified cluster

4.2.1 Name of the cluster : Coir Cluster, Muthupet

1	Principal Products Manufactured in the Cluster	Coir
2	Name of the SPV	Nil
3	No. of functional units in the clusters	50
4	Turnover of the Clusters	Rs. 200 lakh
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	1000
7	Average investment in plant & Machinery	Rs. 50000/-
8	Major Issues / requirement	Technology, Finance & Marketing
9	Presence of capable institutions	Yes
10	Thrust Areas	No.
11	Problems & constraints	Micro Players, Low level of technology

Present status of clusters:-

Over 50 units manufacturing Coir and its products are located in and around Muthupet area of the district. The units lack modern technology, capacity to expand and financial resources. Cluster Intervention proposal submitted to KVIC by the District Industries Centre has not been sanctioned.

4.2.2 Name of the cluster : Rice Mill, Madhukur

1	Principal Products Manufactured in the Cluster	Rice
2	Name of the SPV	Nil
3	No. of functional units in the	40

	clusters	
4	Turnover of the Cluster	Rs. 10 Crore
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	1000
7	Average investment in plant & Machinery	Rs. 25 lakh/-
8	Major Issues / requirement	Technology, Finance, Labour
9	Presence of capable institutions	Yes
10	Thrust Areas	No.
11	Problems & constraints	Disposal of paddy husk, Power supply.

Present status of clusters:- There are around 40 rice mills in Madhukur area. Most of the units are Job work units for Tamilnadu Civil Supplies Corporation. 3 awareness programmes already conducted. The are yet to utilise the MSECDP scheme.

4.2.3 Name of the cluster : Groundnut Candy (Chikki), Thiruvarur

1	Principal Products Manufactured in the Cluster	Groundnut Candy
2	Name of the SPV	Nil
3	No. of functional units in the clusters	40
4	Turnover of the Clusters	Rs. 25 lakh
5	Value of Exports from the Clusters	Nil
6	Employment in Cluster	200
7	Average investment in plant & Machinery	Rs. 10000/-
8	Major Issues / requirement	Finance & Marketing
9	Presence of capable institutions	Yes

10	Thrust Areas	No.
11	Problems & constraints	Low level of technology. Financial constraints.

Present status of clusters:-

It is a village industry cluster. All are micro players. The cater to the local market only.

5. General issues raised by industry association during the course of meeting

1. Inadequate Availability of power & and its fluctuations
2. Bankers Reluctance to finance MSEs.
3. Non availability of Industrial estate and other infrastructure in the district.
4. Poor Road connectivity for movement of goods & Non availability of National Highway

***. STEPS TO SET UP MSMEs**

18 STEPS TO START INDUSTRY	
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

ADDRESSES OF VARIOUS GUIDANCE & LICENSING AGENCIES AND DEPARTMENTS
TO BE CONTACTED BY MSMEs IN TAMILNADU

SI No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
GUIDANCE		
1.	<p><u>Guidance on</u></p> <p>Product Identification / Selection/Training</p> <p>Technical Consultation</p>	<p>Director MSME DEVELOPMENT INSTITUTE, 65/1, GST Road, Guindy, Chennai-600 032</p> <p>Ph: 22501011-3 lines, 22502416, 22501785 Fax : 22501475, 22501014 Web site : www.msmedichennai.gov.in www.dcmsme.gov.in</p> <p>General Manager, District Industries Centre (DIC) No. 7, New Street, Thiruvarur – 2</p> <p>Ph: 04366 240028, 244503</p>
REGISTRATION / LICENSING		
2.	<p>Filing of Entrepreneurs Memorandum by MSMEs</p> <p>(Both for proposed and existing units)</p>	<p>General Manager, District Industries Centre, No. 7, New Street, Thiruvarur – 2 Ph: 04366 240028, 244503 Email dictvr@tiruvarur</p>
3.	<p>License for Compulsory Licensable items</p>	<p>Secretariat for Industrial Assistance, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Udyog Bhavan, New Delhi- 110 011.</p> <p>Ph: +91-11-23011983 Fax : +91-11-23011034 Email: dipp_sia@ub.nic.in</p>
4.	<p>Municipal / Local Body Licence</p>	<p>Commissioner, Concerned Municipality, Local body</p>
5.	<p>Plan permit</p>	<p>Local Planning Authority, Thiruvarur</p>

SI No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
6.	Registration under Factories Act. (for units employing 10 or more workers with power)	Inspector of Factories. Inspector of Factories Department, Samimada Street, Thiruvarur Ph : 04366 242470
7.	Registration under Pollution control Rules	The District Environmental Engineer, Tamilnadu Pollution Control Board, No.14, Perumal sannathi street Nagapattinam – 611001. Email ID : aeenpm@tnpcb.gov.in Phone : 04365 - 221832 Mobile No: A.E.E's : 8056042270 - 271
8.	Registration with Fire & Rescue Services	Divisional Fire Officer Thiruvarur
9.	Licensing by Health Department – for Food Products	Deputy Director (Health Services), Thanjavur Road, Thiruvarur Ph : 04366 2226895
10.	F.P.O. - License (for fruits &Vegetable Processing Units and Beverages & Food processing units)	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	Asst. Director of Drug Control Thanjavur Zone No.1 & 2, TPS Nagar, MC Road Thanjavur 613007. PH: 04362 256079
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- 28283404/8 Fax: 044 - 28283403 Email: zjdqft@aec-ch.tn.nic.in
15	ISI Mark	Management Systems Certification Officer, Bureau of Indian Standards, C.I.T. Campus, IV Cross Road, Chennai-113

SI No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
		Ph: 044-22541442, 22542315, 22541311, Fax: 91-044-22541087, 22541087 Email: sro@bis.org.in salessro@bis.org.in
16	Registration under VAT	Deputy Commercial Tax Officer Thanjavur Road, Thiruvarur Ph: 04366 222450
17	Central Excise	The Superintendent Central excise Kumaran Kovil Street, Thiruvarur 610 001
18	Service Tax Registration	The Assistant Commissioner of Central Excise, Thiruvarur
19	Income Tax	The Assistant Commissioner (Central Excise) Thiruvarur
INFRASTRUCTURE		
20	Factory Accommodation Industrial Plots / Sheds (SIDCO)	Tamilnadu Small Industries Development Corporation Limited, Industrial Estate, Guindy, Chennai - 600 032. Ph: 22501461, 22501422/0185/0506/1210 Fax: 22500792 Email: sidco@vsnl.com tansidco@eth.net Branch Manager Small Industries Development Corporation (SIDCO) Industrial Estate, Nanjikottai Road Thanjavur 613 006. Ph: 04362-255069
21	Power Connection	Superintendent Engineer, No. 33, Nethaji Road, Cuddalore – 607 001. Ph: 04142 230693.
FINANCE		
22	Lead Bank	Lead District Manager, Indian Overseas Bank, Thiruvarur 610 001 Ph: 04366 221269
23	TIIC	Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC), Thiruvarur
24	PMEGP	General Manager, District Industries Centre,

SI No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
		<p>No. 7, New Street, Thiruvarur – 2</p> <p>Ph: 04366 240028, 244503 Email dictvr@tiruvarur</p> <p>Station Director, Khadi and Villages Commission, Avvai Shanmugam Street, Gopalapuram, Chennai-600 086.</p> <p>Ph: 044 – 28351019 Fax No: 044 - 28351697</p> <p>Assistant Director, KVI, Thiruvarur</p>
25	UYEGP Scheme (Govt of Tamilnadu)	General Manager, District Industries Centre (DIC) No. 7, New Street, Thiruvarur – 2
26	Finance for SC/ST beneficiaries	The District Manager, TADHCO, Bye Pass Road, Thiruvarur
		Ph: 04366 250017