



सत्यमेव जयते

**Government of India**

**Ministry of MSME**

## **Brief Industrial Profile of Ariyalur District**



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

Carried out by

**MSME-Development Institute**

(Ministry of MSME, Govt. of India,) Chennai

Phone: 044-22501011

Fax: 044-22501014

e-mail: msmedi-chennai

Web- [www.msmedi-chennai.gov.in](http://www.msmedi-chennai.gov.in)

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# Brief Industrial Profile of Ariyalur District

## 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 Jayankondam 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 courage 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	<b>Geographical features</b>			
(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
	iv) Patwar Circle/Firkas			

	v) PanchayatSamitis/Union			
	vi)Nagar nigam			
	vii) Nagar Palika			2
	viii) Gram Panchayats			201
	xi) Revenue villages			195
	x) Assembly Area			3
<b>2.</b>	<b>Population</b>			
(A)	Sex-wise			
	i) Male	2011		373,319
	ii) Female	2011		379,162
(B)	Rural Population	2011		668,776
<b>3.</b>	<b>Agriculture</b>			
A.	Land utilization			
	i) Total Area	2010-11	Hectare	193398.150
	ii) Forest cover	2010-11	“	739.495
	iii) Non Agriculture Land	2010-11	“	32321.425
	v) cultivable Barren land	2010-11	“	8523.395
<b>4.</b>	<b>Forest</b>			
	(i) Forest	2010-11	Ha.	739.495
<b>5.</b>	<b>Livestock &amp; Poultry</b>			
A.	<b>Cattle</b>			
	i) Cows	2007	Nos.	202033
	ii) Buffaloes	2007	Nos.	16002
B.	<b>Other livestock</b>			



	i) Goats	2007	Nos.	258953
	ii) Pigs	2007	Nos.	-
	iii) Dogs & Bitches	2007	Nos.	-
	Poultry			229340
	iv) <b>Railways</b>			
	i) Length of rail line	2010-11	Kms	42
	V) <b>Roads</b>			
	(a) National Highway	2010-11	Kms	102
	(b) State Highway	2010-11	Kms	108.4
	(c) Main District Highway	2010-11	Kms	119.5 Km
	(d) Other district & Rural Roads	2010-11	Kms	528.9
	(e) Rural road/ Agriculture Marketing Board Roads	2010-11	Kms	
	(f) Kachacha Road	2010-11	Kms	
	(VI) <b>Communication</b>			
	(a) Telephone connection	2009-10	Nos	10757
	(b) Post offices	2010-11	Nos.	
	(c) Telephone center	2010-11	Nos.	
	(VII) <b>Public Health</b>			

(a) Allopathic Hospital (b) Beds in Allopathic hospitals (c) Ayurvedic Hospital (d) Beds in Ayurvedic hospitals (e) Unani hospitals (f) Community health centers (g) Primary health centers (h) Dispensaries (i) Sub Health Centers (j) Private hospitals	2010-11	No.	13
		No.	1376
		No.	
		No.	
		No.	39
			6
		No.	162
		No of private hospitals are functioning throughout the district	
		(VIII) <b>Banking</b> commercial	
(a) Commercial Bank		Nos.	53
(b) rural Bank Products		Nos.	28
(c) Co-Operative bank products		Nos.	
(d) PLDB Branches		Nos.	
(IX) Education			
(a) Primary school		Nos.	404
(b) Middle schools		Nos.	140
(c) Secondary & senior secondary schools		Nos.	132
(d) Colleges (including Govt, Private, Arts & Science, Engg, Medical and Polytechnic Colleges)		Nos.	11
(e) Technical University		Nos.	-

## 2.1 Existing Status of Industrial Areas in the District

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

Recently Government of Tamilnadu has announced a new micro small and medium enterprises policy 2008

## 3. Industrial Scenario of Ariyalur District

### 3.1 Industry at a Glance

Sl.No.	Head	Unit	Particulars
1	Registered Industrial Unit	No	2145
2	Total Industrial Unit	No	5265
3	Registered Medium and Large Unit	No	6
4	Estimated Avg. No. of daily worker employed in Small Scale Industries	No	2
5	Employment in large and medium Industries	No	95
6	No.of Industrial Area	No	2
7	Turnover of Small Scale Industries	In lakhs	20 lakh
8	Turnover of Medium and Large Scale Industries	In lakhs	300 cr

### **3.2 Year wise Trend of Units Registered**

<b>Year Upto</b>	<b>-</b>
<b>2007-2008</b>	<b>-</b>
<b>2008-2009</b>	<b>-</b>
<b>2009-2010</b>	<b>1975</b>
<b>2010-2011</b>	<b>2145</b>
<b>Total</b>	

**Note : Newly formed district:**

### **3.3 Details of Existing Micro & Small Enterprises and Artisan Units in Ariyalur**

#### **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.



### **3.4 Large Scale Industries/Public Sector Undertakings**

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

#### **3.4.1 Major Exportable Item**

**Cement, handicraft items,**

### **3.5 Growth Trend**

**Moderate**

### **3.6 Vendorisation / Ancillarisation of the Indus**

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

### **3.7. Medium Scale Enterprises –**

**Total 5**

#### **3.7.1 List of the units in Ariyalur distict & Near By Area**

**Cement industry, textile**

#### **3.7.2 Major Exportable Item**

**Cement**

### **3.8 Service Enterprises**

#### **3.8.1 Potentials 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,.

#### **3.9 Potential 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. Existing Clusters of Micro & Small Enterprises**

Chalk Crayon, Ariyalur

Silk/ Handloom Udayarpalayam

Brass utensils, Udayanatham

#### **4.1 DETAIL OF MAJOR CLUSTERS:**

##### **4.1.1 Manufacturing Sector**

Silk/ Handloom Udayarpalayam

#### 4.1.2 **Service Sector**

Nil

#### 4.2 **Details for Identified cluster**

##### 4.2.1 **Name of the cluster- Coir**

1	Principal Products Manufactured in the Cluster	Silk sarees/ dodites
2	Name of the SPV	-
	Location	<b>Udayarpalayam</b>
3	No. of functional units in the clusters	1500
4	Turnover of the Clusters	125 ceore
5	Value of Exports from the Clusters	- 10 Cr - Not direct
6	Employment in Cluster	7000
7	Average investment in plant & Machinery	75 Thousand
8	Major Issues / requirement	Technology/ Marketing / Finance
9	Presence of capable institutions	-
10	Thrust Areas	Manufacturing readymade garments, natural textile products
11	Problems & constraints	Technology/ Marketing/Finance

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

- 1. Backwardness, promotion of SEZ**
- 2. Establishing exclusive mini industrial estate for textile processing**



## 6. STEPS TO SET UP MSMEs

### 8. 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

Agencies assisting MSMEs - Whom to contact -

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
<b>GUIDANCE</b>		
1.	<u>Guidance on</u>  Product Identification / Selection/Training  Technical Consultation	Director <b>MSME DEVELOPMENT INSTITUTE,</b> 65/1, GST Road, Guindy, Chennai-600 032 <b>Ph:</b> 22501011-3 lines, 22502416, 222501785 <b>Fax:</b> 222501475, 222501014 <b>Email:</b> <a href="mailto:dcdi-chennai@dcmsme.gov.in">dcdi-chennai@dcmsme.gov.in</a> <b>Web :</b> <a href="http://www.msmedi-chennai.gov.in">www.msmedi-chennai.gov.in</a>

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
		General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.
<b>REGISTRATION / LICENSING</b>		
2.	Filing of Entrepreneurs Memorandum by MSMEs  (Both for proposed and existing units)	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.  For on line filing :
3.	License for Compulsory Licensable items	<b>Secretariat for Industrial Assistance,</b>  Department of Industrial Policy & Promotion,  Ministry of Commerce & Industry  Udyog Bhavan, New Delhi 110 011.  <b>Ph:</b> +91-11-23011983 <b>Fax :</b> +91-11-23011034  <b>Email:</b> <a href="mailto:dipp_sia@ub.nic.in">dipp_sia@ub.nic.in</a>
4.	<b>Municipal / Local Body License</b>	<b>Concerned Municipality/Local Body</b>  <b>Ariyalur District</b>
5.	<b>F.P.O. - License</b>  <b>(for fruits &amp;Vegetable Processing Units and Beverages manufacturers)</b>	<b>Office of the Deputy Director (F&amp;VP)</b> Rajaji Bhavan, Basant Nagar, Chennai-600090  <b>Ph :</b> 044-24912421 <b>Fax :</b> 044-24912421
6.	<b>Patents &amp; Designs Registration</b>	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: <a href="mailto:chennai-patent@nic.in">chennai-patent@nic.in</a>

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
7	<b>Trade Mark Registration</b>	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	<b>Import-Export (I.E.) Code Number</b>	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: zjdgt@aec-ch.tn.nic.in
9	<b>ISI Mark</b>	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
<b>INFRASTRUCTURE</b>		
10	<b>Factory Accommodation Industrial Plots / Sheds (SIDCO)</b>	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, Ariyamangalam Trichy 620 010.  Ph: 0431-2441177

Sl. No	NATURE OF LICENSE / ASSISTANCE	DEPARTMENT/AGENCY
11	<b>Power Connection</b>	Superintendent Engineer of the Concerned EB office
<b>FINANCE</b>		
12	<b>PMEGP Scheme</b>	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.  AD, KVI, Ariyalur.
13	<b>UYEGP Scheme</b>	General Manager (i/c), District Industries Centre, 56B, Rajaji Nagar, Ariyalur - 621 713.
14	<b>Finance under KVIC Scheme</b>	<b>State Director,</b>  <b>Khadi and Village Industries Commission,</b>  236, Avvai Shanmugam Road, Gopalapuram, Chennai – 600 086  <b>Ph: 044 – 28351019</b>  <b>Fax No: 044 - 28351697</b>