



सत्यमेव जयते
Government of India
Ministry of MSME

Brief Industrial Profile of Virudhunagar District

2012-13



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

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Brief Industrial Profile of Virudhunagar District

1. General Characteristics of the District

Historical Background:

GENERAL PROFILE:

Virudhunagar district was carved on 15th March 1985 by trifurcation of the composite Ramanathapuram district with head quarters at Virudhunagar. The district lies between 55.00 Degree and 77.00 Degree of the eastern longitude and between 9.00 Degree and 55.00 Degree of the northern latitude. It has an area of 4243 Sq Km and is bounded on the west by Kerala State, on the north by Madurai and Sivaganga district, on the east by New Ramanathapuram district and on the south by Tirunelveli and Tuticorin districts.



GENERAL PROFILE:

Virudhunagar District



Virudhunagar - History

Virudunagar is a small town located at a distance of 45 Kms South-West of Madurai. This place was once referred to as 'Virudupatti'. In the beginning of 20th century A.D., Virudupatti was one among the six important places of Ramanathapuram District. Due to the rapid growth in the field of Trade and Education, it was renamed as 'Virudunagar' on 29th October 1923. The term 'virudu' means 'Award' in Tamil.

The people of this community migrated to improve their business status and settled in Virudunagar during 19th century A.D. Virudhunagar exports all kinds of oil to Dubai and Srilanka and also exports Cotton, chilli, spices, cardamom to USA and Singapore. Virudhunagar is a famous business centre without markets. The Business people of Virudhunagar play an important role in price fixation of consumer products. Hence there is a popular saying, "virudunagar produces nothing but controls everything".

1.1 Location & Geographical Area.

In 1985, the erstwhile Ramanathapuram District was trifurcated to create the districts of Ramanathapuram, Pasumpon Muthuramalinga Thevar Tirumagan (later renamed Sivaganga) and Kamarajar District (later renamed Virudhunagar District).

The District headquarters is Virudhunagar town. It covers an area of 4232 sq. km. and is divided into 8 taluks, namely Aruppukkottai, Kariapatti, Rajapalayam, Sattur, Sivakasi, Srivilliputtur, Tiruchuli and Virudhunagar. On 3rd March 1996, Sivakasi taluk was created separating the firkas of Sivakasi, Edirkottai and Salwarpatti from Sattur taluk and Mangalam firka from Virudhunagar taluk.

In 31st August 1998, Kariapatti taluk was formed by separating Kariapatti, Mudukkankulam and Kalkurichi firkas from Aruppukkottai taluk. Mallanginar firka, the 4th firka of the taluk was carved out of Kalkurichi firka. The District is divided into two Revenue Divisions comprising four taluks each. The Aruppukkottai Revenue Division comprises Kariapatti, Tiruchuli, Aruppukkottai and Virudhunagar taluks, and Sivakasi Revenue Division of Sattur, Sivakasi, Srivilliputtur and Rajapalayam taluks.



West
(out

According to the 2011 census Virudhunagar district has a population of 1,943,309,[2] roughly equal to the nation of Lesotho[3] or the US state of Virginia.[4] This gives it a ranking of 242nd in India of a total of 640).[2] The district has a population density of 454 inhabitants per square kilometre (1,180 /sq mi) .[2] Its population growth rate over the decade 2001-2011 was 10.96 %.[2] Virudhunagar has a sex ratio of 1009 females for every 1000 males,[2] and a literacy rate of 80.75 %.[2] It is 44.39% urbanised.[5] Majority of the population are involved in Industries and agriculture. The total area of Virudhunagar District is 3445.73 (km

1.2 Topography

The climate is generally hot and dry with a low degree of humidity. The District receives scanty rainfall. The average annual rainfall is only 987.7 mm. The frequent drought caused by the failure of the monsoon adversely affects the dry crops depending upon rain fed tanks for irrigation. Soil is predominately black soil

Soil resources and type *

S. No	Name of the block	Soil type	Major nutrients which are deficient	Micro-nutrients which are deficient
1.	Aruppukottai	Black Soil	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
2.	Kariapatti	Lateratic Soil, Sandy Coastal Alluviam	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
3.	Narikudi	Sandy Coastal Alluviam	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
4.	Rajapalayam	Red loam	Phosphorus	Zinc,Iron,Boron,Sulphur
5.	Sattur	Black Soil	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
6.	Sivakasi	-	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
7.	Srivilliputhur	Red loam, Black Soil	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
8.	Thiruchuli	Lateratic Soil	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
9.	Virudhunagar	Black Soil	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
10	Watrap	Red loam	Phosphorus, Nitrogen	Zinc,Iron,Boron,Sulphur
11	Vembakottai	-		

Temperature : Maximum 38.2 Degree

- Virudhunagar district is comprised of Archaean Charnockite, Unclassified genesis and Pleistocene Laterite.
- ARCHAEOAN CHARNOKITE rock types are available in Rajapalayam, Srivilliputhur, Sivakasi and Sattur Taluks.
- UNCLASSIFIED GENESIS formations are available in Sattur, Sivakasi and Aruppukottai Taluks.
- LATERITE are available in Tiruchuli, Kariapatti, Sattur and Srivilliputur Taluks.
- WESTERN GHAT are represented in Rajapalayam and Srivilliputhur Taluks and other parts of the district is plain.
- The district is drained by Arjuna river, Vaippar river, Kowsika river and Gundar.
- Major minerals of the district are Limestone and Limekankar
- Minor minerals are Multi-coloured Granite, Charnockite, Unclassified gneissic rocks, Pleistocene Laterite, Sand and Brick earth.

1.3 Availability of Minerals.

Virudhunagar has rich mineral deposits of lime kankar and granite also. The lime and limestone deposits are concentrated in Pandalkudi, Chettipatti and

Velayudhapuram villages of Arupukottai taluk and Cholapuram and Perumalpatti of Rajapalayam taluk and Gopalapuram, Kangaseval and Vertrilaiyurani of Sattur taluk. Likewise, kankar deposits are found abundant in Kilavaraneri and P. Pudupatti in Kariapatti blocks of Arupukottai taluk. Granite deposits are also found in Thiruthangal in Sattur taluk and Pillaiyarkulam in Srivilliputhur taluk.

•

Name of the District	Name of the Mineral	Quantity (Tonne)	Value (Rs in '000')
Virudhunagar	Lime Stone	676930 MT	383430090
	Multicoloured Granite	22002.154 CBM	2,92,90,984

Source: Deputy Director of Geology and Mines, Virudhunagar.

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Major Mineral	Taluk	Villages	Usage
Limestone	Rajapalayam Sivakasi	Vadakarai, Cholapuram. Lakshmipuram, Edirkottai, Pernaickanpatti, Alangulam, Duraismampuram, Vetrilaioorani.	Two major cement plants located in this district utilising the Limestone deposits. 1. Tamil Nadu Cements, a government of Tamil Nadu undertaking is located in Alangulam of Sivakasi Taluk. 2. Private sector cement plant, Madras cements at Tulukkapatti of Virudhunagar
	Sattur	Subramaniapuram, Kanjampatti, Papakudi.	
Limekankar	Virudhunagar Arupukkottai	K.Puthur, Virudhunagar. Kurundamadam, Palavanatham. Maravarperungudi.	
	Tiruchuli	Kambikudi, Pannaimoondradaippu.	
	Kariappatti	Ayan Reddiappatti	

Minor Minerals	Taluk	Villages	Usage
Multi-coloured Granite. Charnockite & unclassified Gneissic rocks	Sivakasi	Thiruthangal, Keelathiruthangal, Panayadipatti, Sevalur, Anaiyur.	Exporting to other countries.
	Rajapalayam	Vadakarai, Muthusampuram, Sethur, M.Duraismampuram, Ayankollankondan.	Used in construction of road making and building construction purposes.
	Srivilliputhur	Kunnoor, kottaiyur, Movaraivendran, Villuppanur, S. Kodikulam, Venkateswarapuram, Idayankulam, Singammalpuram.	
	Sivakasi	Panayadipatti, Duraismampuram, Appanaickenpatti, Nathikudi, Vijarangapuram, Kangaraseval. Naranapuram, Sevalur, Ethirkottai.	
	Sattur	Sippiparai, Kosugundu, Banduvarpatti, Gankarakottai, Chinnakamanpatti, O.Mettupatti, Nallamanaickenpatti.	
	Virudhunagar	Pullalakottai, Mannarkottai, Sengundrapuram, Kottaiyur, Kottanatham, Thammanaickenpatti,	

	Aruppukottai	Endapuli.	
	Kariapatti	Chettikurichy, Koothiparai, Soolakarai, Aladipatti, Sundakottai, Puliooran, Sawasapuram, Malaipatti.	
Laterite & Gravel	Kariapattai, Tiruchuli	Kurandi, Jogilpatti, Thonukal, T.Kadambankulam, Alaginallur, Vakkanankundu.	

Besides limestone, there is a small occurrence of gypsum deposit in Thenkarai, Korukkampatti villages of Rajapalayam & Sattur taluks.

1.4 FOREST

The forests are found on the eastern slopes of the Western Ghats. Only 6.3% of the total geographical area of the district is under forests. Many rare and endemic varieties of flora and fauna are found along the mountain slopes. A wildlife sanctuary, spread over 480 sq. kms. was established in 1989 at Shenbagathopu in Srivilliputtur taluk.

The forests of Alagarkoil valley in Srivilliputtur taluk and Saduragiri are known for rare medicinal plants. The medicinal value of 275 plants has been recorded and reported. The forests host a rich variety of orchids and ferns.

1.5 Administrative set up.

District Profile

Total Geographical Area - Sq.Kms 4243	Revenue Division - 2	Municipalities - 6
Blocks - 11	Taluks - 7	

The district has got 2 revenue divisions, 6 municipalities, 11 blocks and 7 taluks respectively. The district is endowed with a semi arid tropical climate with an average rainfall of 985.7 mm. The predominant soil type is black loomy. This type of soil is found common in Sattur, Srivilliputtur, and Aruppukkottai blocks.

irudhunagar District	Municipalities	Taluks	Revenue Villages
Municipalities <u>7</u>	Aruppukkottai	Aruppukkottai	<u>83</u>
Taluks <u>8</u>	Rajapalayam	Kariapatti	<u>107</u>
Revenue Divisions <u>2</u>	Sattur	Rajapalayam	<u>39</u>
Blocks <u>11</u>	Sivakasi	Sattur	<u>65</u>
Town Panchayats <u>9</u>	Srivilliputhur	Sivakasi	<u>45</u>
Revenue Villages <u>600</u>	Tiruthangal	Srivilliputhur	<u>50</u>
Panchayat Villages <u>450</u>	Virudhunagar	Tiruchuli	<u>150</u>
		Virudhunagar	<u>61</u>

Town Panchayats	Revenue Divisions	Blocks	Panchayat Villages
Seithur	Aruppukkottai	Aruppukkottai	<u>32</u>
Kariapatti	Sivakasi	Narikudi	<u>44</u>
Mallankinaru		Sattur	<u>46</u>
Watrap		Srivilliputhur	<u>29</u>
Mamsapuram		Vembakottai	<u>48</u>
S.Kodikulam		Watrap	<u>27</u>
Chettiarpatti		Kariapatti	<u>36</u>
Sundarapandiam		Rajapalayam	<u>36</u>
V.Pudupatti		Sivakasi	<u>54</u>
		Tiruchuli	<u>40</u>
		Virudhunagar	<u>58</u>

2. District at a glance

S.No	Particular	Year	Unit	Statistics
1	Geographical features			
(A)	Geographical Data			
	i) Latitude	11° and 12° north		
	ii) Longitude	77° 28" and 78° 50" east		
	iii) Geographical Area	2011	sq km	4283
(B)	Administrative Units	2011		
	i) Sub divisions	2011	No.	2
	ii. Blocks	2011	No.	11
	iii) Taluk	2011	No.	7
	No of Panchayata	2011	No.	450
	Village	2011	No.	600
	x) Assembly Area		No.	2
2.	Population	1943309		
(A)	Sex-wise			
	i) Male	2011	No.	967437
	ii) Female	2011	No.	975872
3.	Agriculture Hectare			
A.	Land utilization			
	i) Total Area	2010-11	No.	424323
	ii) Forest cover	2010-11	No.	26466
	iii) Non Agriculture Land	2010-11	No.	70510
	v) cultivable Barren land	2010-11	No.	9684
4.	Forest			
	(i) Forest	2010-11	Ha.	26466
5.	Livestock & Poultry			
A.	Cattle			
	i) Cows	2007	Nos.	281071
	ii) Buffaloes	2007	Nos	20859.
B.	Other livestock			
	i) Goats	2007	Nos.	444878
	sheep			362282
	ii) Pigs	2007	Nos	10601.
	iii) Poultry	2007	Nos.	1491477

iv) Railways			
i) Length of rail line	2010-11	Kms	167.87
V) Roads		K.m	2,943.
(a) National Highway	2010-11	Kms	147.600
(b) State Highway	2010-11	Kms	307.443
Major District Roads			332.644
(d) Other district & Rural Roads	2010-11	Kms	4618.757
Municipal Roads		Kms	623.061
(VI) Communication			
(a) Telephone connection	2010-11	Nos.	55016
(b) Post offices	2010-11	Nos.	283
(c) Telephone center	2010-11	Nos.	64
(d)Density of Telephone	2010-11	Nos./1000 person	
(e) Density of Telephone	2010-11	No. per KM.	
(VII) Public Health			
(a) Allopathic Hospital	2010-11	No.	9
(b) Beds in Allopathic hospitals		No.	10
(c) Ayurvedic Hospital		No.	
(d) Beds in Ayurvedic hospitals		No.	
(e) Unani hospitals		No.	
(f) Community health centers		No.	2
(g) Primary health centers		No.	
(h) Dispensaries			55
(i) Sub Health Centers		No.	245
(j) Private hospitals		No.	812
(VIII) Banking commercial			
(a) Commercial Bank		Nos.	131
(b) rural Bank Products		Nos.	250
(c) Co-Operative bank products		Nos.	216
(d) PLDB Branches		Nos.	182
(IX) Education			
(a) Primary school		Nos.	932
(b) Middle schools		Nos.	276
(c) Secondary & senior secondary schools		Nos.	196
(d) Colleges		Nos.	12

	(e) Engineering /Technical College ,		Nos.	12
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Existence of Industrial estate attracts investment opportunities. The Tamil Nadu Small Industries Development Corporation (SIDCO) is the agency for establishing and maintaining industrial estates for tiny and small-scale industries in this district/state.

INDUSTRIAL ESTATES

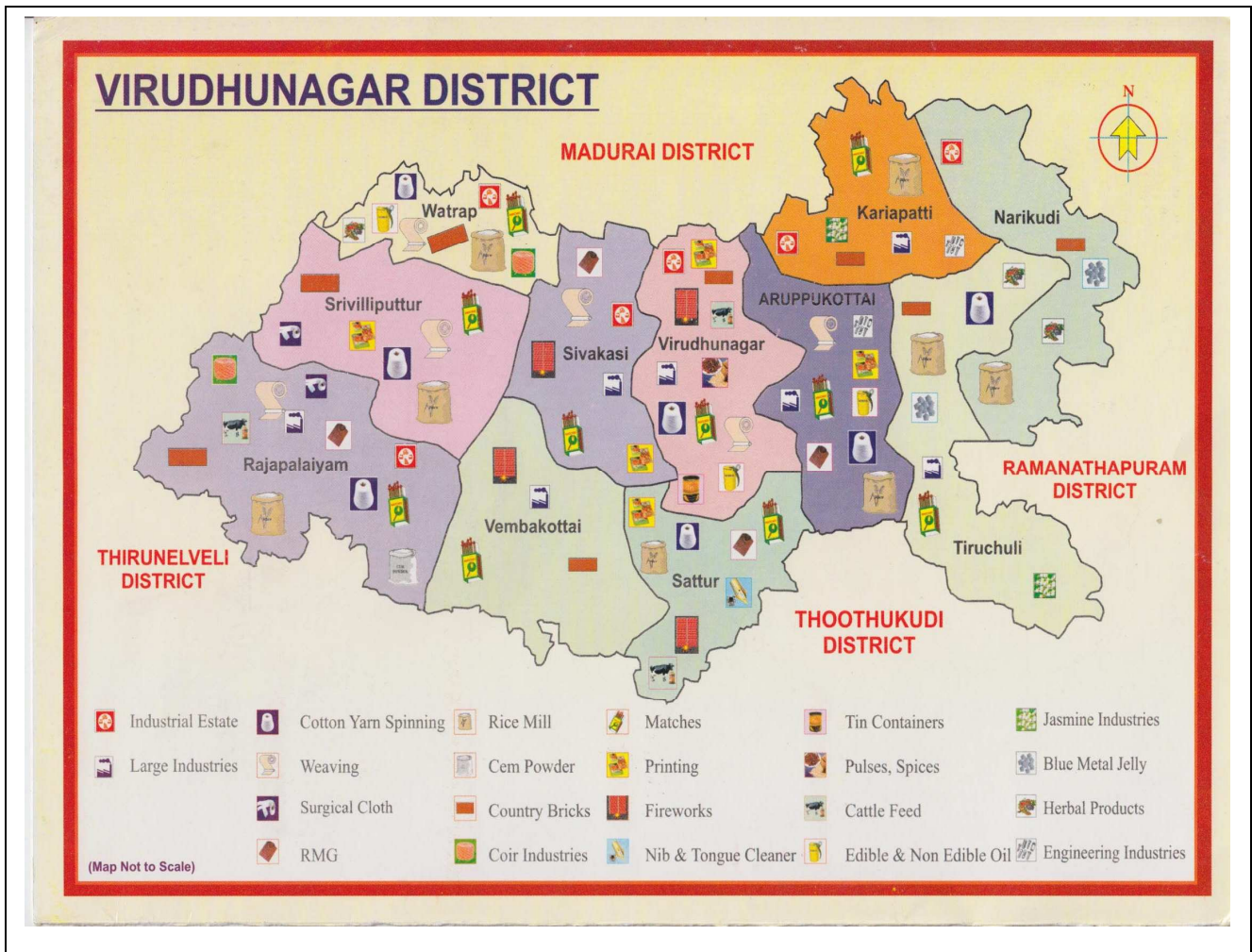
Two Industrial Estates are functioning at Virudhunagar and Rajapalayam. A Co-operative Industrial Estate is also functioning at Sivakasi. Details of the number of plots and sheds are given below. SIDCO has also constructed Tiny Industrial Sheds at Watrap, Kariapatti and Thiruchuli

Sl.No.	Name of the Estate	Total No. of Sheds	No. of shed occupied	Vacant
1	Sulakkarai Virudhunagar	54	54	N I L
2	Watrap	5	5	N I L
3	Thiruchuli	5	5	N I L
4	Kariapatti	20	20	N I L
5	Rajapalayam	21	21	N I L
6	Cooperative Indl.Estate , Sivakasi (Plots)	159	159	Nil

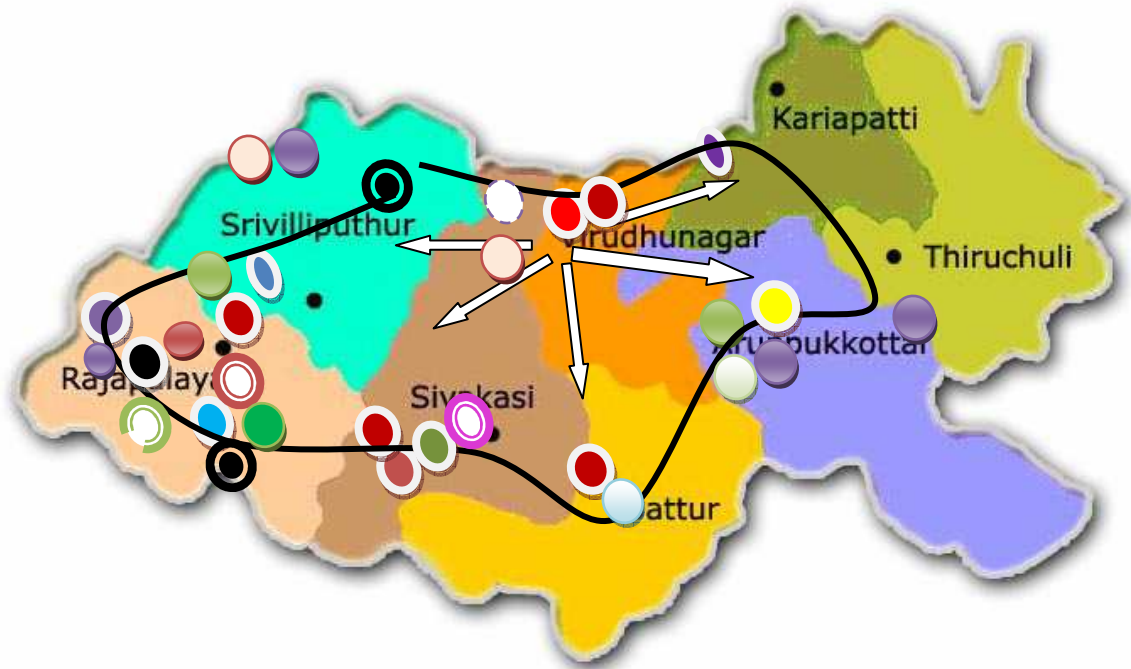
3. Industrial scenario of Virudhunagar District

The important features of small-scale industries in this district are highlighted below

LOCATIONWISE CONCENTRATION OF MSMES



Virudhunagar District



	Oil extraction		Printing
	Coir products		gold ornaments
	Milk food		Cattle feed
	Readymade garment		Rice
	Fireworks		lock
	Safety match		Floriculture
	Fire works		Surgical cotton
	weaving		Textile
	Nib		Brick
	Lime based		Herbal
	Paper products		

❖ Major concentration of industrial clusters found clustered in and around Virudhunagar, sattur, Rajapalayam, Srivilliputtur, rajapalayam and arruppukottai

Virudhungan district is known for concentration of multiple enterprises in different part of the district. Each block is unique in nature. Concentration industries like Match, Fireworks, Printing, Oil Extraction, readymade garments, Brick Making, Surgical cotton, textile products, cement, lime based products, rice mill, paper products, food industries, tin containers, gold jewellery making in different parts of the district the district offer multiple intervention for further development. It attracts the attention of the policy makers and reaches to anchor the industrial development in a balanced matter across the district.

Cotton is a major commercial crop of the District and the cotton industry therefore occupies an important place in the economy

Rajapalayam is the chief centre for spinning mills and ginning factories. Surgical cotton and bandage cloth are manufactured here. Textile mills in the produce a variety of cotton yarn and valued added textile products.

The District has huge deposits of limestone and gypsum,. It paves the way to establish lime based and cement industry

Tamil Nadu Cements – a Public Sector undertaking at Alangulam and Madras Cements – a Private Sector undertaking at Thulukkapatti are two large cement producing units situated in this district.

Sivakasi and Sattur are known for the match industry. There are over 4500 match unit concentrated in this district giving employment to more than lakh plus people

There are nearly 450 fire works factories giving direct employment, to about 40,000 workers and about 1 lakhs indirect such as paper tube making, Wire cutting, Box making sale distribution in the country side.

The market for fire works is likely to grow at the rate of 10% per annum. The annual out put is over 50,000 tones, and turn over (at factory cost) around Rs.350 crores according to industrial sources.

Year	1923	1942	1980	1986	1990	1994	1997	2001	2001
No. of Units	2	2	189	260	316	324	350	450	525

Explosives for blasting are also manufactured here. Over 70% of the total production of matches and fireworks in India is manufacture in Virudhunagar District. A large percentage of crackers are exported.

Sivakasi, renowned the world over for its printing, Litho Presses, offset printing machines of which is the second largest number in the world, next to Guthenburg, a city in Germany. Around 450 printing presses including offset & flexo types are located in and around Sivakasi.

The printing industry was originally established to supply labels for the match and firework industries. Soon the industry developed and diversified into other areas of printing like books, posters, greeting cards and diaries. Sivakasi now offers state of the art, world class printing facilities.

Sattur town was once very famous for fountain pen Nib manufacturing industries. More than 2000 families were involved in this industry. But during the recent times, usage of fountain pen has come down to larger extent and hence the industry is in declining trend. This industry, which was once the bread winning industry of the town have almost, vanished now.

Sundaram Fasteners and Brakes India Ltd. , private sector enterprises of the TVS group are located at Aviyur and Kanjanaiyakampatti in Kariapatti taluk. The former manufactures high density bolts and nuts while the latter manufactures automobile brakes.

There are 19335 registered small scale industrial units as on 31 December 1999 engaged in the manufacture of a very wide range of products.

Cottage and village industries are dispersed throughout the rural areas. Some common cottage industries are: making of boxes and other articles from Palmyra leaves, metal artifacts fashioned from copper and brass, and aluminium vessel manufacture for domestic use. Gold jewelry making enterprises are concentrated in Virudhungar, Rajapalayam, Srivilliputtur and Aruppukottai

The Traditional lock making enterprises are situated in Rajapalayam town.

Important Industries in the District

Idhayam Gingely oil, Virudhunagar
VVS Gingely oil, Virudhunagar
Anandham Gingely oil , Virudhunagar
LRC (London Rubber Company), Virudhunagar
Virudhunagar Textile Mills, Soolakarai, Virudhunagar
Abi's coffee, Virudhunagar
Hanuman Coffee, Virudhunagar
Maami's Masala, Virudhunagar
Standard fire works, Sivakasi
Lovely cards, Sivakasi
Match factories at Sivakasi, Sattur ,Virudhunagar.
Fire works ,Off-set Printing Presses at Sivakasi.
Nib Industry at Sattur
Ginning, Spinning & Weaving Mills, Rajapalayam.
Madras Cements, (Ramco Group) Thulukkappatti.
Tamilnadu Cements, Alangulam.
Tamilnadu Asbestos, Alangulam.
Bolts and Nuts (T.V. Sundaram Fastners) Aaviyur

Presence of Modern MSMEs in Virudhunagar District

Electronic industry	Voltage Stabilizer	Emergency Lamps ,Security Alarm System	Inverter
Electrical	Computer assembling		
	Transformer		
	Temperature Indicators		
	Electrical tube light fitting	Chocks, plug, Panel Board	
Engineering/ Metal industry	Mini cargo carrier	Tin scraping	Tin containers
	Mfg. Machine for Match Box	Surgical equipment	bolts and screws.
	LOCKS	Hinges	elevators.
	Sewing mc	pulverizer,	
Food	Chilly oleoresin	Masal power	Beverages
	Picks	Herbal extraction	
Chem	Head components	Plaster of paris	
	Fire Safety equipment	Lime based products	organic chemicals
Aluminum/street Utensil and Circles	Aluminum utensils		

Pump Stoves			
Food products	Bakery and bakery products	Milk based products	
	Chettinad Food Products,Snacks Spices, Pickles et		
Plastic	Plastic film and bags Hanger and PVC Bag		
	Printing and Lamination work		
DRUGS AND FORMULATIONS	allopathic		
	Herbal drugs.		
Leather	Leather products,		
Pharma			
	Herbal products		
	drungs		
Paper products			
Rubber			
	Spinning mills	Readymde garments	
Handloom	Handloom Towels	Grey Cloth	
Flower			
	Shirt, Frog, Chudithar	Handloom Turky Towels	
			Hosiery Products
Textiles	Spinning Mills	Ginning Mills	Weaving Mills
	Yarn making, Organic yarn		
	Timber		

Business

Virudhunagar, Rajapalayam, Sattur, Watrap, Aruppukkottai and Kamudi are important centres for wholesale and retail trade. Cotton, groundnut, chillies and spices are the main agricultural goods of trade. Matches, crackers, cement and textiles are marketed both within and outside the State.

Two warehouses at Virudhunagar and Rajapalayam offer facilities for storage of food grains, spices, pulses, chillies, jaggery and cotton

Horticulture development:

Potential Area: western Ghats:

Important principal horticulture crops are Mango, Banana and Guava, vegetables, herbals, aromatic plant in this district. The horticulture potential has not been exploited effectively in this district. Srivilliputtur and Rajapalayam areas have got enormous scope to promote horticulture.

- i. Increasing the production of fruits, specially the mangoes and pineapple particularly in western parts of the district.
- ii. Vegetable production in this district must also be encouraged
- iii. Medicinal plants like senna require scientific approach
- iv. The dry agriculture is predominant in this district and hence the cultivation of fruits like custard apple, ber, amla etc.,
- v. Encouragement of fruit processing units in western parts
- vi. Developing marketing infrastructure for fruits and vegetables

Details on operational holdings 2009-10 or latest available year

S. No	Classification category	Category area*	Operational area in ha	% to total operational area	Number of holdings	% to total number of holdings
01	Marginal	< 1ha	60546	30.368	149131	71.4417
02	Small	1-2 ha	50646	25.403	36654	17.5592
03	Small-medium	2-5 ha	56249	28.213	19235	9.21459
04	Medium	5-10 ha	19941	10.002	3043	1.45776
05	Large	>10 ha	11991	6.0144	682	0.32671
	Total		199373	100	208745	100

*Category area varies between states

3.1 Industry at a Glance

An analysis of the growth of small scale sector reveals that the significant change in structure and pattern of the industrial development have taken place within the small scale sector in the district.

Promising changes in structure and pattern of industries have made a noticeable impact on the production front.

Sr No	Head	Unit	Particulars
1.	REGISTERED INDUSTRIAL UNIT	NO.	16839
2.	TOTAL INDUSTRIAL UNIT	NO.	42000
3.	REGISTERED MEDIUM & LARGE UNIT	NO.	13
4.	ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	NO.	2000
5.	EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	NO.	400
6.	NO. OF INDUSTRIAL AREA	NO.	6
7.	TURNOVER OF SMALL SCALE IND.	IN LACS	-
8.	TURNOVER OF MEDIUM & LARGE SCALE INDUSTRIES	IN LACS	-

3.2 YEAR WISE TREND OF UNITS REGISTERED:

Year	Total Number of SSI Units
2007	14134
2008	15149
2009	16191
2010	16839

PRODUCT WISE ENTERPRISES IN VIRUDHUNAGAR DISTRICT UPTO 28.02.2009

Sl.No	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil Mills	785
2	Beverages, Tobacco and Tobacco Products	Soft drinks, Tobacco products	31
3	Cotton Textiles	Cotton Textiles	1057
4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	137
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	16
6	Hoisery Garments	Textile produts	2500
7	Wood Products	Wood Products	1601
8	Paper and Paper Products	Paper and Paper Products	2497
9	Leather Products	Leather based products	76
10	Rubber Products	Rubber and Plastic products	638
11	Chemical and Chemical products	Chemical based products	4171
12	Metallic Mineral Products	Metallic Mineral Products	319
13	Basic Metal Products	Basic Metal Products	123
14	Metal Products	Metal Products	450
15	Machinery and Parts	Machinery and Parts except electrical	227
16	Electrical Products	Electrical Machinery and Apparatus	149
17	Transports and Equipments	Transports and Equipments	269
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	1145
	TOTAL		16191

**Block wise Micro/Small/Medium enterprises in the district
with numbers, Investment & employment**

Sl.No.	Block Name	Micro			Small			Medium		
		No.	Inv.	Emp.	No.	Inv.	Emp.	No.	Inv.	Emp.
1	Aruppukottai	1468	1394.99	4715	2	3030.75	474
2	Kariapatti	312	74.40	716	..	54.65	54
3	Narikudi	67	44.10	224	233
4	Rajapalayam	1916	1394.9	5754	137	5970.7	894	1	836	175
5	Sattur	2663	1122.5	7511	384	3460.8	1551
6	Sivakasi	3630	11419.	1011	113	9676.5	2757	3	2428.0	266
7	Srivilliputhur	914	920.92	2311	2	2854.5	315	1	789	194
8	Thiruchuli	179	68.88	376	2	54.14	26
9	Vembakottai	115	349.08	1254	16	60.17	24
10	Virudhunagar	2669	1036.4	6754	6	417.65	64
11	Watrap	201	119.67	475	5
	TOTAL	14134	17945.45	402.07	1016	25579.98	6159	10	4053	635

2. INDUSTRIAL SCENARIO (As on 31.03.2008)

Sl.N	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil	731
2	Beverages, Tobacco and Tobacco	Soft drinks, Tobacco	31
3	Cotton Textiles	Cotton Textiles	929
4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	135
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	15
6	Hoisery Garments	Textile produts	2235
7	Wood Products	Wood Products	1519
8	Paper and Paper Products	Paper and Paper Products	2325
9	Leather Products	Leather based products	64
10	Rubber Products	Rubber and Plastic	615
11	Chemical and Chemical products	Chemical based products	4031
12	Metallic Mineral Products	Metallic Mineral Products	303
13	Basic Metal Products	Basic Metal Products	101
14	Metal Products	Metal Products	431
15	Machinery and Parts	Machinery and Parts except	220
16	Electrical Products	Electrical Machinery and	128
17	Transports and Equipments	Transports and Equipments	243
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	1093
	TOTAL		15149

3.3 Details Of Existing Micro & Small Enterprises And Artisan Units in the District

Group-wise distribution of registered SSI Units

PRODUCT WISE ENTERPRISES IN VIRUDHUNAGAR DISTRICT UPTO 31.03.10

Sl.No	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil Mills	883
2	Beverages, Tobacco and Tobacco Products	Soft drinks, Tobacco products	31
3	Cotton Textiles	Cotton Textiles	1054
4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	137
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	21
6	Hoisery Garments	Textile products	2451
7	Wood Products	Wood Products	1558
8	Paper and Paper Products	Paper and Paper Products	3648
9	Leather Products	Leather based products	73
10	Rubber Products	Rubber and Plastic products	700
11	Chemical and Chemical products	Chemical based products	3743
12	Metallic Mineral Products	Metallic Mineral Products	333
13	Basic Metal Products	Basic Metal Products	101
14	Metal Products	Metal Products	642
15	Machinery and Parts	Machinery and Parts except electrical	222
16	Electrical Products	Electrical Machinery and Apparatus	141
17	Transports and Equipments	Transports and Equipments	394
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	707
	TOTAL		16839

Strength

- a) Widened highway from Chennai to Kaniyakumari.
- b) Widened road from Madurai to Tuticorin
- c) Completion of Sethu Project.
- d) Extended Port in Tuticorin
- e) Nearest Airport at Madurai – 45 Km.
- f) Availability of skilled labours.
- g) Formation of SIPCOT & SEZ
- h) Dispersal of different types of Micro, small and medium clusters in different location of the district
- h) 5 TNEB substations are yet to commence
 - 1) Pulvaikarai
 - 2) Sulakkarai
 - 3) Nenmeni
 - 4) Sukaravaratti
 - 5) Nallamanaickenpatti.

Weakness

- a) Non – availability of Technical person
- b) Lack in Technical adoption
- c) Competition from abroad like china etc.,

Opportunity

- a) Availability of natural resources
- b) Diverged business operation
- c) Availability of Manpower
- d) Developed IT field
- e) Better export chance
- f) Availability of waste land
- g) Near to Tuticorin Port
- h) Strong Presence of Enterprising People

Threat

- a) Tough competition
- b) Non – availability of credit
- c) Non presence of Big industrial estate

Snap Shot - Industrial Vistas

Existing Industries Scenario	Emerging Industrial Scenario
<ul style="list-style-type: none"> ❖ Rice Milling ❖ Oil Processing ❖ Safety match ❖ Splint & Veneer Mfg. Industry ❖ Ginning Mills ❖ Low value based products ❖ Surgical cottons & Bandage ❖ Paper and paper products ❖ Printing ❖ Handloom industry ❖ Cement ❖ Cattle Feed ❖ Wood Screws ❖ Tin mfg. Industry ❖ Beedi industry ❖ Art Silk 	<ul style="list-style-type: none"> ❖ Knitted garments Industry ❖ High grade woven for drugs and cosmetic Industries ❖ Absorbent Surgical cloth high grade ❖ Plaster of paris ❖ Ethane based chemical products ❖ Chilly Oleoresin ❖ White Cement ❖ Asbestos ❖ Spindle taps ❖ Varnish ❖ Textile auxiliary Industry ❖ Conveyer Belts ❖ Paper cones ❖ Kraft Water/ Proof Paper ❖ Red Phosphorous ❖ Pigments ❖ Printing Inks ❖ Blue Match Paper ❖ Bitumen Paper ❖ Corrugated Sheets & Boxes ❖ Aluminum Litho Plates ❖ Dyes & Dye intermediaries ❖ PVC Films & Bags ❖ Ancillary industries for Sundarm Fastners ❖ Hotel ❖ Dairy development

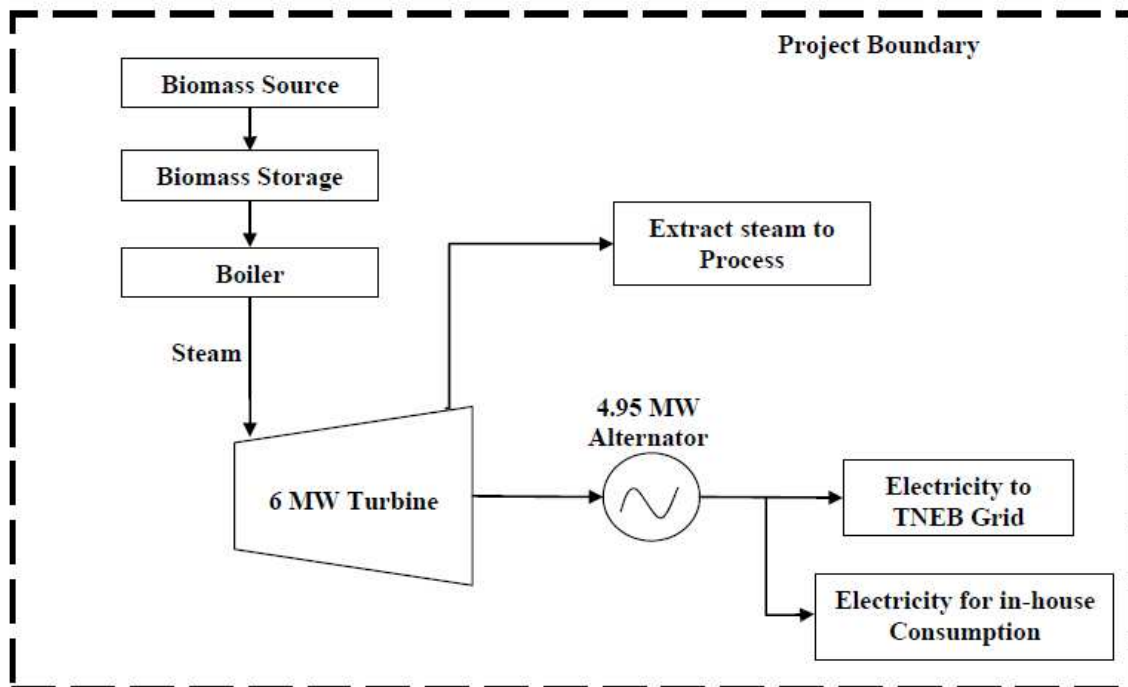
Handloom production:

Sl.No.	Variety of Cloth	Production In '000' Metres	Value(Rs in lakhs)
1.	Cotton	5812	1473.5
2.	Art Silk	607	236.73
3.	Polyester	4354	924.5
	Total	10773	2634.73

Source: A.D. Handloom, Virudhunagar.

Electricity from Bio Mass

Project Site Sripathi Paper and Boards Private Limited has installed biomass based boiler of 38 TPH capacity, which will generate high pressure steam at 68 kg/ cm² (atm) and 490°C. This high pressure steam will be utilized to generate electricity through an alternator of capacity 4.95 MW with 6 MW turbine and the extracted steam from the turbine to fulfil the process steam requirement. Thus, it will result in reduction of GHG emissions caused by displacing the equivalent amount of electricity that would have otherwise generated by existing grid mix and future grid connected fossil fuel power plants (baseline scenario).



Profile of MSME Sector in Virudhunagar District

Type of enterprises	Place of location	Present Status
Safety match		Active cluster
Printing		Active cluster
Readymade garments		Active cluster
Oil extraction		Active cluster
Surgical cotton		Active cluster
Nip making		Almost extinct
Beedi		In extinct stage
jewellery		Active cluster
Fire works		Active cluster
Gold ornaments		Progressive
Lime Based Industries		Progressive

Virudhunagar								
Name of the Cluster	Location	Major Items manufactured	Micro/Small	Medium & Large	Production (Rs. Crore)	Employment (Numbers)	Export (Rs. Crore)	Remarks
Safety Matches	Sivakasi, Sathur & Virudhunagar	Safety Matches	SSI 300 Tiny / Cottage 4,000	1	1,500	2,00,000	150	Dynami c Cluster
Printing	Sivakasi	Stationery: Dairy, Text Books, Calendars, Catalogues, Catch covers. Packaging Books and Periodicals Packaging, Flexible and cartoon Packaging. Labels: Wed Glue and self adhesive Labels	390	210	1,215	1,25,000	325	Dynami c Cluster
Lime Based Industries	Rajapalayam	Lime Powder	60	Nil	30	800	Nil	Moderate Cluster.
Surgical Cotton Guaze and Bandage Cloth	Chathrapatti	Surgical Cotton Guaze and Bandage Cloth	100	5	110	12,000	20	Dynami c Cluster

Rice Mill	Thalavaipuram	-	-	-	-	-	-	-
Readymade Garments	Thalaivaipuram, VIRUDHUNAGAR	Peticoat, Braziers etc.	502	-	380	6500	-	Moderate Cluster.
Fireworks	Sivakasi & radius of 30 kms	Fireworks, Crackers Matches, Public Displaying Items etc.,	600	Nil	700	Direct 1,50,000 Indirect 2,00,000	15	Dynamic Cluster
Gold Ornaments	Aruppukottai							
	Srivilliputtur							
Cotton textile products Handloom	Aruppukottai	Sari, towel, lugi	600		30	300		

Indl. Estate (SIDCO)

	Virudhunagar	Rajapalayam
No.of units	54	21
Turn Over	59.80 Crore	21.37 Crore
Employment	1024	3012

SIPCOT

3.4 Large Scale Industries

The district is not witnessing the strong presence of Medium scale enterprises. There are 8 Large scale enterprises in this district. They are mostly engaged in manufacturing Auto component, cotton and textile products, cement, surgical cotton, etc. The concentration of Large scale enterprises, item manufacturing, employment generation details are given in the following table.

Major Industrial Groups in Virudhunagar District

1. TVS Groups
2. RAMCO Groups
3. Jeyavilas Groups
4. Naatchiyar Groups

5. Arumuga Group of Industries
6. Subburaj Cotton Mills Group
7. Standard Group of Industries
8. Arasan Group of Industries
9. Cement factory,

There are two milk – chilling plants one at Virudhunagar and another at Srivilliputhur. The District offers considerable scope for development of sheep rearing. This District has a sizeable sheep population but they are often of low genetic potential. Sheep population is rich in Aruppukottai, Sattur and Srivilliputhur Taluks, Hot climate, mortality rate of birds high cost of food etc., are some of the significant factors arrest the development of poultry in this Dist.

DETAILS OF MAJOR INDUSTRIES IN VIRUDHUNAGAR DISTRICT.

Name of the Taluk	Category	No.of units	Investment Rs. in crore	Capacity Tons	Employment
Aruppukottai	Textile	10	194.07	4000	Direct – 1350 In Direct – 3630
Kariapatti	General Engineering	2	50.00	1000	Direct – 200 In Direct – 700
Narikudi
Rajapalayam	Cement Tamilnadu Abettors	1 1	200.00	20 Lakh	Direct – 500 In Direct – 5000
	Textile	24	1400.00	8000	Direct – 7000 In Direct – 14000
Sattur	Textile	1	16.00	800	Direct – 100 In Direct – 400
Sivakasi	Offset Printing	4	160.00	3700	Direct – 1000 In Direct – 3000
	Aluminium Powder	1	25.00	200	Direct – 100 In Direct – 300
	Paper & Board	1	11.00	1500	Direct – 150 In Direct – 500
Name of the Taluk	Category	No.of units	Investment	Capacity	Employment
Srivilliputhur	Textile	10	150.00	900	Direct – 1000 In Direct – 4000
Thiruchuli	Textile	3	40.00	200	Direct – 1550 In Direct – 1000
Vembakottai	Paper & Board	1	14.00	1300	Direct – 125 In Direct – 200
Virudhunagar	Cement	1	100.00	200	Direct – 1000 In Direct – 2000
	Rubber	1	50.00	50	Direct – 200 In Direct – 100
Watrap

3.5 Major Exportable Item

Paper, Surgical cotton, chilies, fireworks, safety match, textile products

3.6 Growth Trend

Promotion of MNCs and LMC depends on creation of new industrial big industrial estate and SEZ in these regions. The growth this very fast in respective of Plastic, match, printing industrial sectors

3.7 Vendorisation / Ancillarisation of the Industry

Good scope exists for textile, cement based industries

3.8. Medium Scale Enterprises

Large and medium scale enterprises are mostly concentrated only in Virudhunagar, sriviliputtur and rajapalayam regions

3.8.2 Major Exportable Item

Paper, Surgical cotton, chilies, fireworks, safety match, textile products

3.9 Service Enterprises

Virudhunagar district is witnessing a strong presence of service enterprises and foot loose industries. Major contribution has emerged from service enterprises. .

The following service enterprises are having visible presence in Virudhunagar regions

Hotel, Hospitality enterprises, Hospital, restaurant, Industrial consultancy, educational institutions, web site developing, two-4 wheelers servicing and repairing, tutorial, BPO, private telephone, Marriage Bureaus, electric and electronic goods servicing and repairing, Travel Agency, Gas Agency, Construction consultancy, Marriage items hiring, industrial Testing Labs. Advertising Agencies. Marketing Consultancy. Typing Centres. Desk Top Publishing. Internet Browsing/Setting up of Cyber Café Auto Repairs, Services, Garages, Laundry & Dry , X-Ray clinic. Cleaning. Animal dispensary,., Weigh Bridge. Blue Printing and enlargement of drawing/designs facilities., Operation of Cable TV Network. Beauty Parlours and Crèches.

3.9.2 Potentials areas for service industry

BOP, Hotel, Hospitality enterprises, Hospital, IT enabled, Documentary Films on themes like Family Planning, Social Forestry, Energy Conservation, and Commercial Advertising, industrial Laundry , Tailoring., Pathological lab, integrated diagnostic centre, Sub-contracting Exchanges (SCXs) established by Industry Associations, Beauty Parlors and Crèches. fitness centre for men and women, Glass engraving, Ladies and gens Hostel , House Keeping and Office and equipment maintenance , Hygienic Broiler (Beef), chicken, Mutton shop, Interior decoration, Industrial design and layout making. Logistic centre, Material Handling, Metal coating, Office Automation, Parcel servicing and private carrier, upholstery , Power System maintenance, Manpower agency, Weighing bridge repairing and maintenance, digital printing, Embroidering and chamki work , repacking of agriculture produce,. fitness centre for men and women. Glass engraving, Multi purpose diagnostic centre

3.10 Potential for new MSMEs

Adhesive taps	
Agriculture equipment servicing and repairing	equipment maintenance
Aquaculture feed	Hospital waste recycling untis
Bar Code Printing	Cookies and nudels making
Battery recharging and reconditioning	Corrugated Sheets & Boxes
Bio fertilizer	Medicated tissue paper and sanitary napkins
Boutique	Medicinal plant extraction
Coir fibre, Coconut pith and coir briquettes	Microscope-student and medical use.
Coir mat and mattress	Mini tool rooms for die making
Digital printing and Composing	Improved agriculture implements
Documentation and mini recording centre	Industrial valves
Fabrication,	Jasmine Oil extraction
Fast Food Stall	Khraft paper
Fibre brushes	, Latex Foam Sponge and Rubber Cushion Seats
Fire briquettes	Activated carbon
Computer centre	Absorbent Surgical cloth high grade
Heavy engineering	Knitted garments Industry
Hospital apron and cloths	Belts & Conveyer

Hospital equipments and accessories	Bitumen Paper
Non oven fabrics	Blue Match Paper
Nut and bolts high density	Chilly Oleoresin
Poultry equipments.	Corrugated Sheets & Boxes
Readymade garment – male, female-kids wear, school uniform	Dairy development
Rural BPO	Dyes & Dye intermediaries
Safety match industry	Ethane based chemical products
Small Springs	Ethane based chemical products
solar lamps and other solar products,	High grade woven for drugs and cosmetic Industries
Solar power plant	Plastic reprocessed granules
LED based products	
Vermi composting	
Waste paper recycling – mini project	
Water purifier plant	
White & colour chem.	
Welding electrodes	
Red Phosphorous	
Safety Matches - mechanized	
Spare parts for textile mills	
Spindle taps	
Textile auxiliary Industry	

Presence of Modern MSMEs in Virudhunagar District

Electronic industry	Voltage Stabilizer	Electrical Control Panels	Inverter
	Indicator cum Controller, Water level Controller and Compressor	Electronic Instruments	

Software	Software and animation	Computer assembling	
	Scientific electronic Instruments	Inverter, stabilizer	
	Emergency Lamps ,Security Alarm System	Electrical Light Fittings	
Electrical	Transformer Temperature Indicators	Mfg of Tension controllers, Load cells	
	Electrical tube light fitting	Chocks, plug, Panel Board	
Engineering industry			
	Mfg.and Export of Machine for Mfg of Match Box	Huller Shafts, Basket Chairs, Paddy Boiling Tanks	Textile mc components
	fg. Of Rivets, Carriage Bolts	M.S.Bolts and M.S.Drawn Wires	Surgical equipment
	Flooring Machineries	Vacuum Brake Cylinders Reservoirs and Castings Etc.	Solar panel
	Auto components	Iron Pipes and Water Tank	Components for wind mills
	Heavy Fabrciation	Connery and bullies	
	electric arc furnace components such as linear acuuator, electrode holder, swinging pivot, roof lifting mechanism	universal testing machine	Laboratory Equipment
	Fire Safety equipment	STEEL DOORS, Fire proof doors	
Aluminum/street Utensil and Circles Pump Stoves	Aluminum utensils	Ss utensils	
Food products	Bakery and bakery products	Wheat Flour	Rice Bran Oil
	Chettinad Food Products,Snacks Spices, Pickles et	Spice pastes, Instant Mixes, Festival Feasts, etc	ruit juice based drink
	Wafer Cream Biscuits	Spices and condiments	Biscuit & Cookies Division
	Masala Powder		
Plastic	Plastic Blow and Injection Moulded Articles		

DRUGS AND FORMULATIONS	Plastic Cup, Container, Vali, Tray, Box	FRP Products – Doors, Windows, Insulated Tanks et	
	Hanger and PVC Bag Manufacture	Polythene Tubing, Bags And Plastic Article	
	opper Sulphate Aluminium Sulphate	Liquid Detergent, Aromatic Essence and Textile Auxiliaries Aromatic Oils of Palmarosa, Tulasi, Sofia	
	Printing and Lamination work		
	allopathic		
	Herbal drugs.		
	Leather		
	Leather products, special shoes for aarthobatic use		
	Pharma		
	Nutraceuticals Product, Health Supplements		
	Herbal products		
	drugs		
	Paper products		
	Cartoon and Corrugated Box Making		
Rubber	Pharmaceutical Formulations		
	RUBBER PARTS M.C.SHEETS and OIL SEALS	Fan Belts, V Belts	RUBBER PLAY BALLS
	Industrial Work Gloves	Latex Foam Sponge and Rubber Cushion Seats	
	Conveyor Belt	Rubber Play Balls	
	Mattresses and Pillows	Oil Seals, Gaskets molded Rubber Products	
	Rubber Products		
	RUBBER PLAY BALLS	Precision Turned Components Dies for Platics, Rubber etc	
	Tyre Retreading Things and Tyre Flopes		
Handloom	Handloom Towels	Sports Garments	

Flower		Manufacturin	
	ure Silk Cotton Mattress and Pillows	Grey Cloth	
Textiles	Shirt, Frog, Chudithar	Handloom Turkey Towels	Hosiery Products
	Spinning Mills Yarn making, Organic yarn	Ginning Mills	Weaving Mills

4. Existing Clusters of Micro & Small Enterprise

This district has the contrition of both Rural, artisan and MSE clusters. Thres are more than 23 MSE clusters concentrated in this district. Most of them are situated in and around Madurai

4.1 DETAIL OF MAJOR CLUSTERS:

Under cluster model, firms are **co-located** in a special geographical area and produce and sell a range of related or complementary products and thus face common challenges and opportunities. Few groups from the specific domain intend to join with like minded firms to launch joint development projects with mutual co-operation for very co-existence.

They are all complementing each other and would like to specialize their activities and operations with the support of cluster partners in order to overcome common problems, achieve collective efficiency and penetrate markets beyond their individual reach. Virudhunagar District witnesses the presence of more than 23 Rural Industrial Cultures, Artisan clusters to Modern industrial clusters. Most of the RI and Artisan clusters are in extinct stage whereas, the modern emerged MSE clusters are vibrant. They are all induced cluster appeared in and around Virudhunagar in the past 2 to 3 decades. The status of the MSE clusters are exhibited below

4.1 Details for Identified cluster

4.2.1 Name of the cluster

Presence of MSE Clusters in Virudhunagar District

S.No	Name of the cluster	Place of concentration	Product manufacturing	No of units	Production		Empl oyment	Exp ort	Contrib ution			
					(Rs. Crore)					(Num bers)	(Rs . Cro re)	at
					Medium & Large							
1.	Rubber Products	Virudhun agar	V Belts,Rubb er Componen ts	120	4	650	3000	50	0.15			
2.	Stoves	Virudhun agar	Air Stoves, wick Stoves	75	2	0.50	2,000	10	10%			
3.	Rice Mills	Virudhun agar	Rice	200	5	1000	10,000	Nil	15%			
4.	Dal Milling	Virudhun agar	Pulses	150	Nil	300	10,000	Nil	20%			
5.	Flour Mills	Virudhun agar	Rice Flour,	150	2	250	5,000	Nil	25%			
			Wheat Flour									

			Pulses Flour						
6.	Pappad	Virudhunagar	Pappad	200	Nil	50	1,000	5	30%
7.	Readymade Garments	Virudhunagar	Garments	100	Nil	750	2,500	50	7%
8.	Plastic	Virudhunagar	Injection Moulding	480	Nil	150	2,500	15	3%
			Films – multi layer Packing						
9.	Clay toys (Artisan Cluster)	Villapuram	Clay Toys	100	Nil	1	500	Nil	10%
10.	Bolts & Nuts	Virudhunagar	Bolts & Nuts	40	Nil	20	500	Nil	10%
11.	Tie & Dye	Villapuram, Mahal, Avaniyapuram &	Textile Printing &	200	Nil	10	700	Negligible	20%
			Textile Finishing						
12.	Food grain	Virudhunagar	Food Grains	200	Nil	1,000	2,000	15	20%

13.	Agarbathi	Thirumohur	Agarbathies	600					
14.	Lorry Body Building			40					
15.	Gate and Grills	Virudhunagar		125					
16.	Engineering	Virudhunagar,		870					
17.	Stainless Steel	Othakkadai , Virudhunagar		75					
18.	Agriculture implements	Melur		20					
19.	Electronic industry	Virudhunagar-		225					
20.	Printing	Virudhunagar		325					
21.	Gold Jewellery	Virudhunagar		750					
22.	Imitation Jewellery	Virudhunagar		125					
23.	Handloom	Nilaiyur area		1000					

Present status of the cluster:-

3 safety match clusters situated in Virudhunagar, Sattur and srivilliputur have been supported under MSE-CDP scheme of GoI and sGoTN. They are all successfully functioning. RM bank was created within the cluster. The SPV of 3 clusters have imported RM from upcountry and necessary tie-up arrangements have been established with CPCL for procurements of Grade II wax. Common Brand created by them. Efforts are taken to plant white mulberry plant in order to meet the soft wood requirements of the safety match industry.

Commissioning of CFC of Printing cluster, Sivakasi is underway.

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

Inconsistent supply and control of raw material Mould designed with latest technology, obsolete technology, shortage of skilled manpower. Etc.

Suggestion of Industrial associations

1. Creation of Common display centre within SIDCO industrial Estate, Industrial Association and DIC
2. Fund support for undertaking adhoc studies
3. Skill upgradation – participatory model Industry- Institution – MSME –DI - E & T programmes may be allowed to conduct by Industrial association and MSE by themselves
4. Project specific allocation for introducing hybrid business development for Tribal, Rural and artisan clusters.
5. Schme for community enterprises in respect of privileged groups and Tribal community.
6. Fund support for establishing Community enterprises at Tribal regions
7. More support from NSIC, Re introduction of hire / purchasing scheme
8. PMEGP scheme may be revised and KVIC may be allowed to fund only rural enterprises and State May be permitted to implement the scheme for promoting more MSEs at regional Level.
9. Creating common software for tracing the industrial sickness
10. Conducting Integrated modular rural development programmes.
11. Establishing Business Incubation within the premises of Industrial Estates
12. Preparation of need based project proposals for establishing Medium scale enterprises
13. Creation of multiple linkages with educational institutions, R &D centres,
14. Developing forward linkages with user groups

- a) Credit should be easily available
 - b) NPA cases should be dealt with out hurting the minds.
 - c) Incentives should be attractive
 - d) All the clearances should be in a single door step & it too a time bounded
 - e) Export incentives should be more
 - f) Attractive interest rate to MSME units should be available
 - g) Alternate energy sources to be exploited
 - h) Exporters should be safeguarded against the

fluctuation in dollar rate. Moreover support price should be maintained.

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

WHOM TO CONTACT FOR WHAT

S.No	Assistants rendered	Institutions
1	<i>Product Identification</i>	MSME - DI Government of 65/1 GST Road, Guindy, Chennai-600 032 Tele fax: 2341475 Fax: 234101 Telephone: 2341011-3 lines, 2312416, 2341785
2.	<i>Registration</i>	District Industries Center, Collectorate Campus, Virudhunagar
3.	Technical Consultancy	a. MSME - DI , Chennai-32. b. DIC, Virudhunagar
4.	<i>Factory Accommodation</i>	Tamil Nadu Small Industries Development Corporation, I/c : SIDCO, Soolakkarai, Virudhunagar
	<i>Pollution</i>	Tamilnadu Pollution Control Board, NGO Colony, Virudhunagar Category: Government Departments Phone: (04562) 242442 Address: 6/26, Gangai Street, NGO Colony, Virudhunagar- 6260
5.	<i>Finance</i> Specialized Branches Term Loan and Working Capital	a. Head Office Tamil Nadu Industrial Investment Corporation, Nandanam, Chennai 35. b. Lead Bank IOB 173, OLD NO. 74, SUKADH, , RLY FEEDER ROAD, VIRUDHUNAGAR, Pincode: 626001 244645 c Branch Office TIIC, Branch Manager, Tamil Nadu Industrial Investment Corporation, (TIIC),

S.No	Assistants rendered	Institutions
		100 Railway Feeder Road Virudhunagar Ph: 04562-243911 <u>d. Lead Bank</u> Indian Over Seas Bank, Virudhunagar
5	iii. PMRY Scheme iv. TAHDCO v. Machinery Hire Purchase	DIC, Collectorate Campus, Virudhunagar Khadi & Village Industries Board Collectorate Campus Virudhunagar Ph: 04562-252796 TADHAO, Near Ambal Colony Virudhunagar National Small Industries Corporation, 615 Anna Salai, Chennai. 600 006
6.	Training in Industrial Management and Entrepreneurial development	a. MSME-DI, Chennai -32 b. Center for Entrepreneurship Development, TB Road, Madurai. c. DIC, Virudhunagar
7.	<i>Raw material procurement</i>	SIDCO, Virudhunagar DIC, Virudhunagar
8.	<i>Licence</i>	Local Bodies - Contact DIC for details
	Registration under Factories Act. (for units employing 10 or more workers with power)	Deputy Chief Inspector of Factories 4 NPSNA Road, Sivakasi Ph: 04562-221698
9.	<i>Marketing</i>	1. Tamil Nadu Subcontract exchange, MSMe-DI, , Chennai-32 2. NSIC, Chennai-6 3. SIDCO, Virudhunagar
10.	<i>ISI Mark and allied Details</i>	Bureau of Indian Standards, Opp. Modern Bakery, Taramani, Chennai113.

S.No	Assistants rendered	Institutions
11.	Testing of Products and allied information	<p>a. National Testing House, CSIR Complex, Taramani, Chennai.</p> <p>b. Regional Testing Center, 65/1, GST Road, Guindy, Chennai -032</p> <p>c. Chemical Testing Laboratory, Directorate of Industries and Commercial Industrial Estate, Guindy, Chennai -32</p>
12.	For Patents Registration and Trade Mark Registration	Deputy Controller of Patent & Designs, Rajaji Bhavan, Besant Nagar, Chennai-90
13.	License for Compulsory licensable items	Director General of Technical Development, Udyog Bhavan, New Delhi through Industry Department.
14.	For Registration under Factory Act	Inspector of Factories, Virudhunagar
15.	For Clearance under Pollution Control Rules	Pollution Control Board, Virudhunagar
16.	<i>Central Excise Registration</i>	Superintendent of Central Excise, Madurai road, Virudhunagar
17.	Sales Tax Registration	Sales Tax Office, Madurai road, Virudhunagar
18.	Industrial Statistical information	Statistical Department, Collectorate Compound. Virudhunagar &DIC, Virudhunagar.
19.	Khadi and Village Industries	Khadi and Village Industries, Collectorate Compound. Virudhunagar
20.	Dairy Development	Aavin Dairy, Collectorate Compound. Virudhunagar
21.	<i>Horticulture Development</i>	Horticulture Department, Melaratha Veedi Srivilliputtur.
22.	Sericulture	Department of sericulture, Srivilliputtur

S.No	Assistants rendered	Institutions
23.	<i>Agriculture</i>	Department Agriculture, Collectorate Compound. Virudhunagar
24.	<i>Handlooms & Textile</i>	<i>Department of Handlooms & Textiles</i> Collectorate Compound. Virudhunagar
26.	Fisheries	Department of Fisheries, Collectorate , Virudhunagar.
27.	Power Collection	TNEB, Circle Office, Virudhunagar
29.	Purchase of Govt. of India publications	Publication Division, Govt. of India, Ministry of Information & Broadcasting
30	<i>NABARD</i>	NABARD, Madurai Road, Opp. PRC Bus Depo, Virudhunagar. Ph: 04562-246411
	Employment exchange	Kandapuram Road Virudhunganar Phone 04562-244713
	Assistant Director of Statistics, Virudhunagar 4562 - 252714	O/o The Assistant Director of Statistics, 'C' Block 2nd Floor, Collectorate Complex, Virudhunagar.
	Registration with Fire & Rescue Services	Divisional Fire Officer, Fire Services, State Bank Road, Virudhunagar Ph: 0422 - 2300211
	support for SC ST	The District Manager Tamilnadu Adi Dravidar Housing & Development Corporation Collectorate, Virudhunagar-626 003