

ERODE - DISTRICT DIAGNOSTIC REPORT (DDR)

TAMILNADU RURAL TRANSFORMATION PROJECT



**Department of Rural Development &
Panchayat Raj
Government of Tamil Nadu**

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TABLE OF CONTENTS

S.No	Contents	Page
1.	About TNRTP	001
2.	Erode-An Introduction	003
3.	Demographic Profile	004
3.1	Population	004
3.2	Sex ratio	005
3.3	Literacy	005
3.4	SC,ST population	005
3.5	Occupation Profile	006
3.6	Community Based Organizations	006
3.7	Farmer Producer Organizations	008
4.0	Geographical Features	009
4.1	Topography	009
4.2	Land use pattern	009
4.3	Climate and rainfall	010
4.4	Soil	011
4.5	Water resources	012
5.0	Status of Groundwater	013
6.0	District Infrastructure	014
6.1	District Electrification	014
6.2	Connectivity	014
7.0	Farm Sector	015
7.1	Land holding pattern	015
7.2	Irrigation	016
7.3	Cropping pattern and Major crops	016
7.3.1	Cropping pattern	017
7.3.2	Area, Production and Productivity of major crops	018
7.3.3	Project Block wise Crop Area %	018
7.3.4	Prioritisation of crops	019
8.0	Marketing and Storage Infrastructure	021

TABLE OF CONTENTS

9.0	Turmeric cultivation in Erode	023
10.0	Agribusiness opportunities	025
11.0	National and State Schemes	028
12.0	Resource Institution	029
13.0	Allied sectors	030
13.1	Animal Husbandry and Dairy development	030
13.2	Poultry	031
13.3	Fisheries	031
13.4	Sericulture	032
14.0	Banking and credit	033
15.0	Non farm sector	034
15.1	Industrial scenario in the district	034
15.2	Small and medium industries	034
15.3	Existing clusters of Micro and small enterprise	035
15.4	Small scale Industries	037
15.5	Large Scale Industries / Public Sector undertakings	041
15.6	Investments in Erode District	042
15.7	Connectivity	042
15.8	Investment Opportunity	043
15.9	Service sectors	044
15.10	Tourism	045
16.0	Qualitative skill gaps	048
17.0	Prioritization of crop	049
	Conclusion	050

LIST OF TABLES

- Table 1 : TNRTP Blocks in ERODE District
- Table 2 : Population in erode district
- Table 3 : Erode District Decade of Changes/ Growth in demographic profile
- Table 4 : Literacy in erode district
- Table 5 : sc/st Population in erode district
- Table 6 : Total Workers and Non workers
- Table 7 : Annual Rainfall during the last three years
- Table 8 : Land Use Pattern of the District
- Table 9 : Soil Type of Erode district
- Table 10 : Dams in Erode
- Table 11 : Land holding pattern
- Table 12 : Major crop in block
- Table 13 : Top three Major crops in TNRTP blocks of Erode
- Table 14 : Turmeric cultivation Details of 10 years
- Table 15 : The list of regulated markets in erode district
- Table 16 : list of cold storage godowns
- Table 17 : Details of existing MSME and Artisan units in the district
- Table 18 : Overview of MSME units
- Table 19 : Existing clusters of Micro and small enterprise
- Table 20 : Investments in Erode District

1. ABOUT TNRTP

Tamil Nadu Rural Transformation Project (TNRTP) is a worldbank initiated project to promote rural enterprises. Totally 26 District and 120 Blocks has been selected to implement this project.

The following are the five blocks and Village Panchayats (VPs) to be covered under TNRTP:

S.No.	Five Blocks	No. of Village Panchayats (Vps)
1.	THALAVADI	10
2.	SATHYAMANGALAM	15
3.	CHENNIMALAI	22
4.	BHAVANI	15
5.	BHAVANISAGAR	15
TOTAL	BLOCKS	77(VPs)

Table 1: TNRTP Blocks in ERODE District

A. District diagnostic study (DDS)

This District diagnostic study (DDS) was conducted in ERODE District, one district among the selected 26 districts of Tamil Nadu. DDS and District Diagnostic report has been prepared and based on that all the available secondary information and details collected from different Departments (Farm and No-Farm activities based) at the District level, and validations were made through field visits. The following report explains the observations made during the visit to ERODE district and about the commodity prioritization process.

The study mainly focused on farm, non-farm and service sectors and their potentiality in ERODE District. Further to the collected secondary data some criteria like number of farmer involved competitive advantage, state priority, trends etc. were set to finalize the commodity under farm and non-farm sectors. Based on these criteria the commodities were prioritized further.

B. Objectives of the District Diagnostic Study

To identify and prioritize major sectors, subsectors and commodities for enterprise promotion

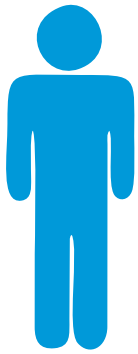
To identify and prioritize current and potential value chains.

The study broadly analyses the indicators, such as social profile, rural profile, urbanization trends and labour mobility and the economic indicators. Analysis was done on various sectors – agriculture, allied, non-farm including manufacturing and service sectors. Analytics was done on the current status of existing industries and the growth trends the potential for economic growth centres within ERODE District. The study was done for gaps, challenges, opportunities in the existing ecosystem for promoting and nurturing sustainable MSE's.

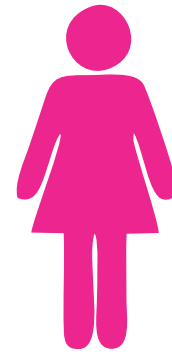
Detailing of sector-wise and block-wise presence and growth trends of MSE; existing and potential value chains in the sectors, the key private/public sector players currently operating in the district. The study analysed the factors contributing to rural economy through employment generation and high value economic activities leading to enterprise development in the District.

ERODE

TOTAL POPULATION 22,51,744

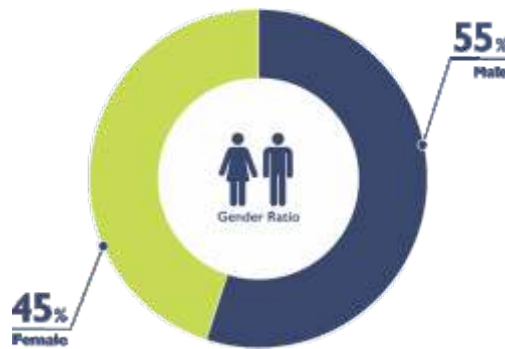


MALE
11,29,868



FEMALE
11,21,876

Literacy Percentage

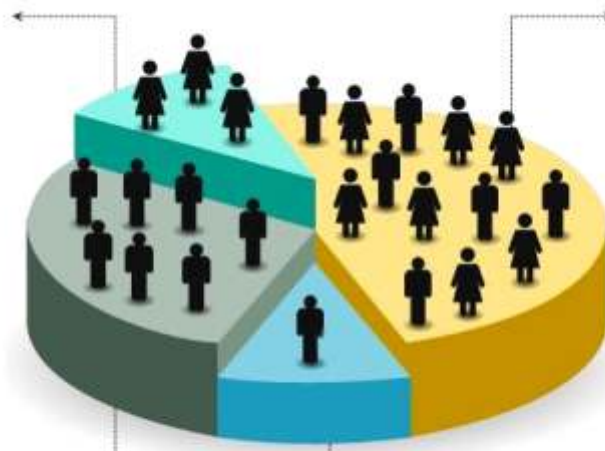


TOTAL: 14,92,662 (73%)

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MAIN WORKERS
11,11,051 (49%)

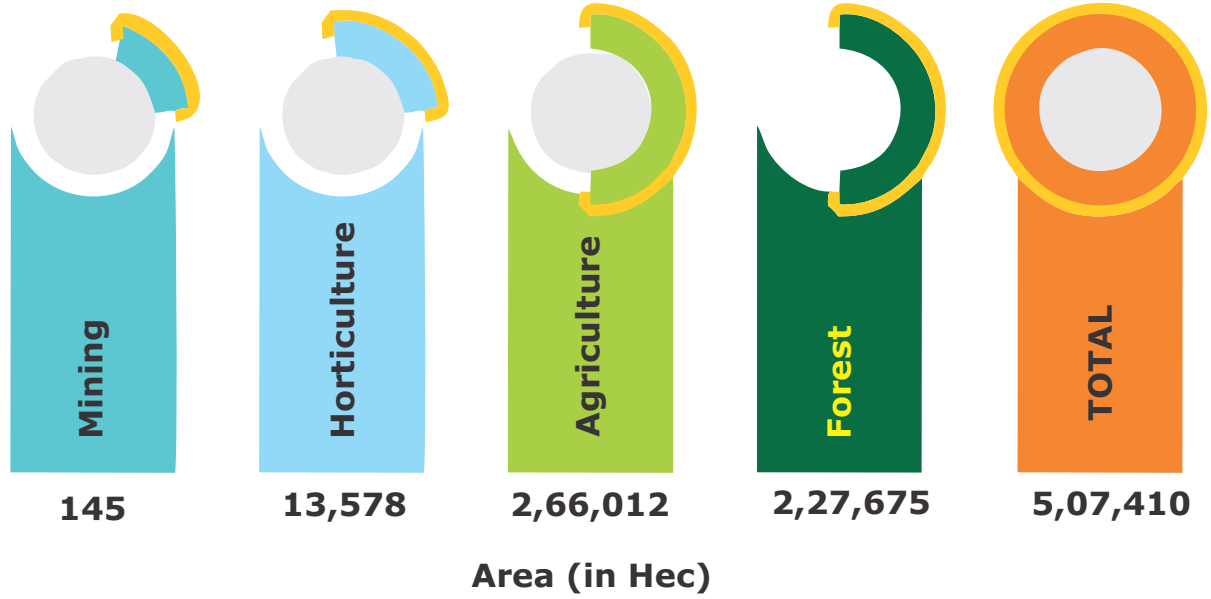
TOTAL WORKERS
11,95,773
(53% of total Population)



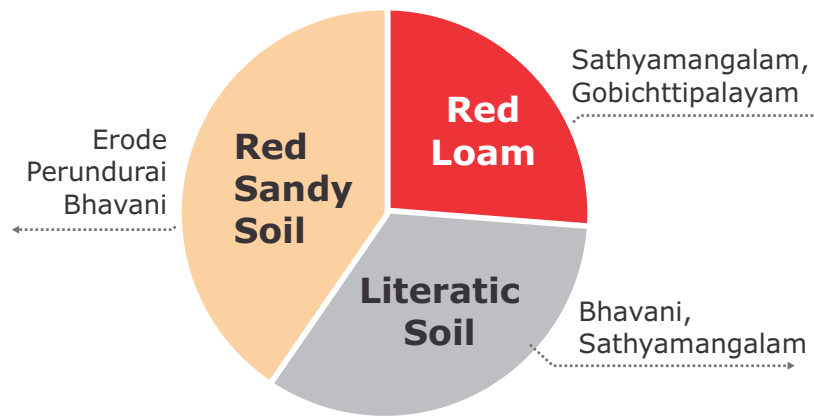
NON WORKERS
10,55,971 (47%)

MARGINAL WORKERS
84,722 (3.76%)

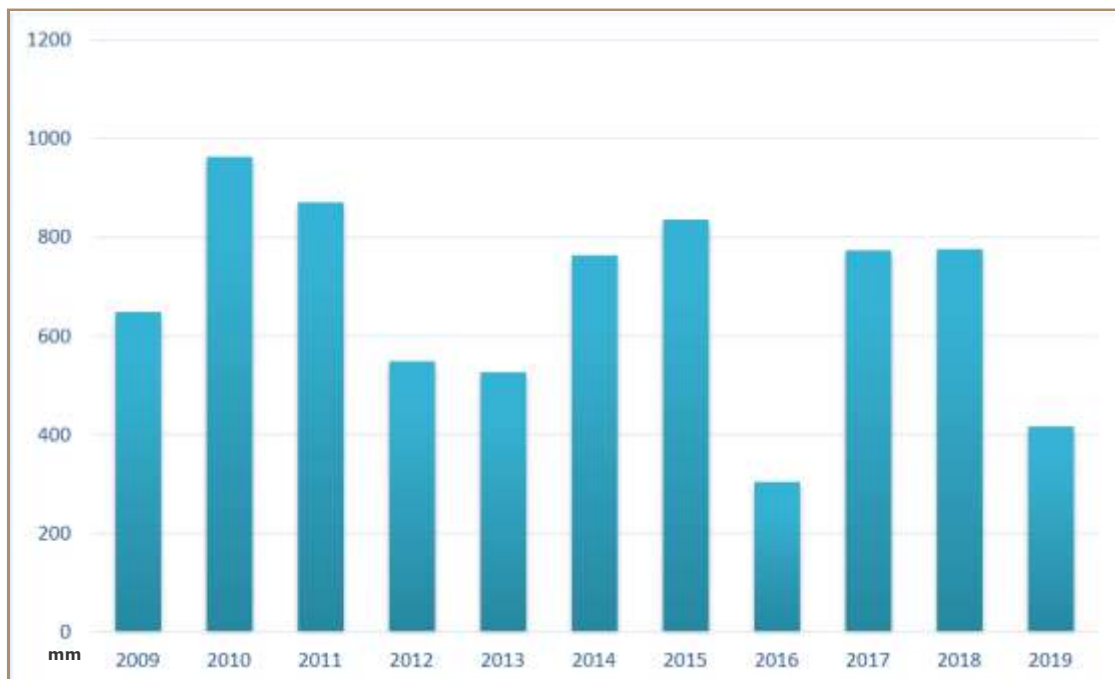
LAND USE PATTERN



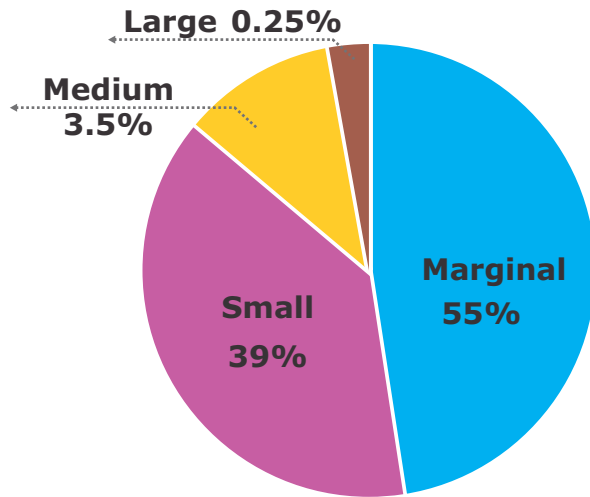
SOIL TYPE



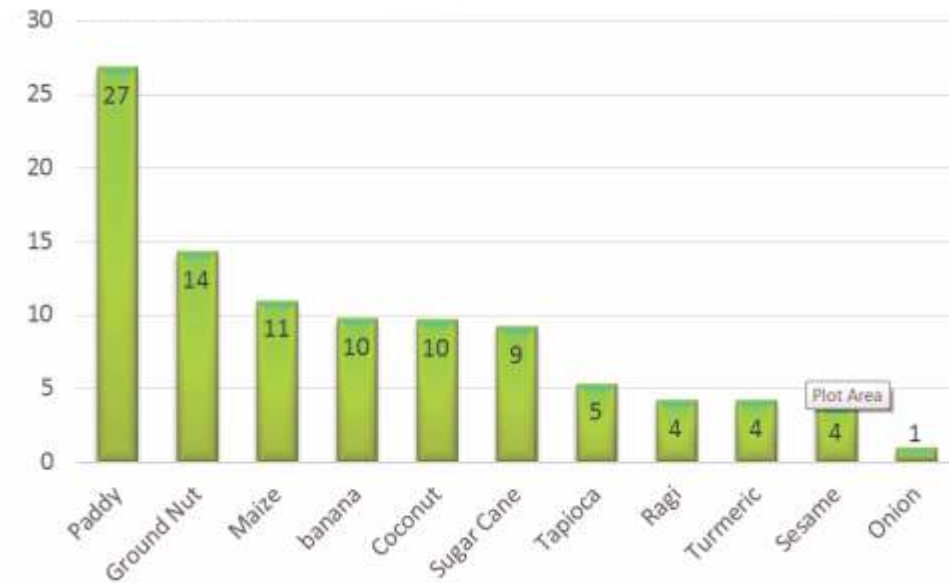
RAIN FALL PATTERN



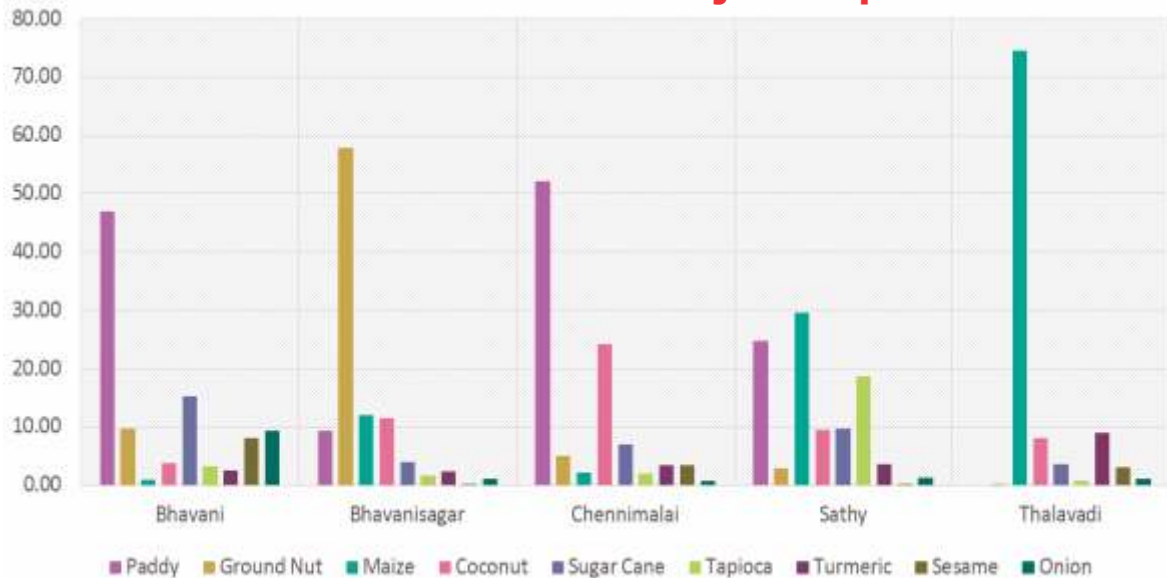
Land Holding Pattern



% of Crop Area

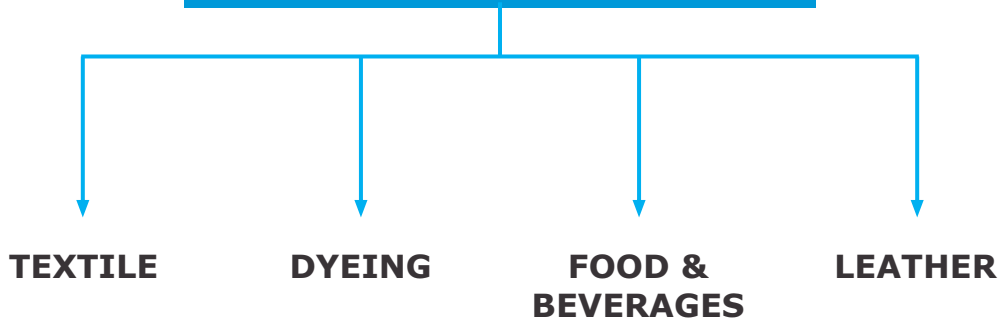


% of Block Wise Major Crop



NON FARM SECTORS

MAJOR NON FARM ACTIVITIES



NOTABLE EXISTING CLUSTERS



TEXTILE INDUSTRIES IN CENNIMALAI (PROJECT BLOCK)

POWER LOOM

Total No. of Looms: **3810**

URBAN - **1550**

RURAL - **2260**

HAND LOOM

Total No. of Co-operate Societies : **39**

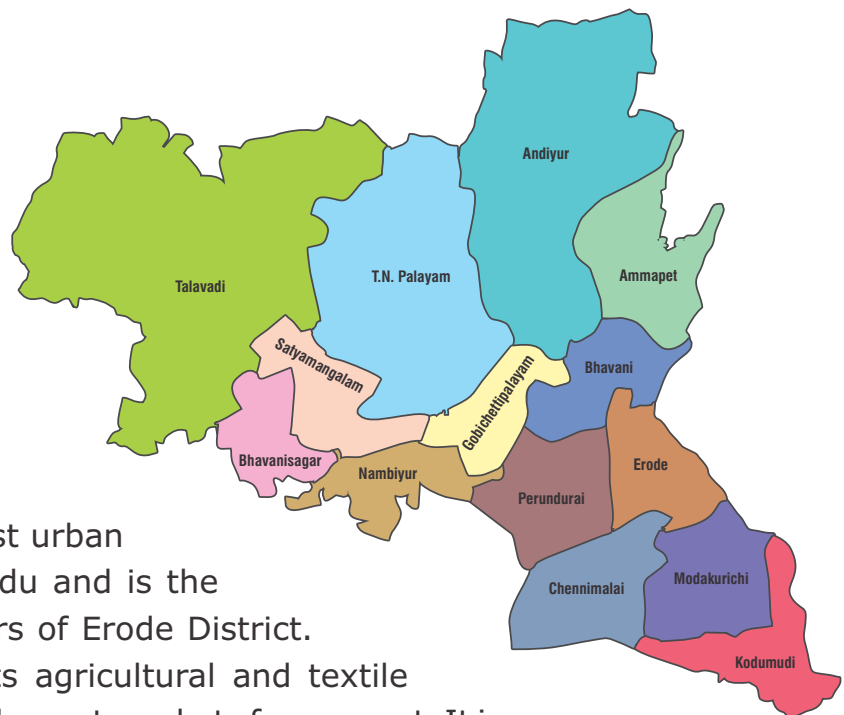
Total No. of Looms : **5340**

2 MAJOR HANDLOOM INDUSTRIES

CHEN COPTEx / KALI COPTEx

2. ERODE – AN INTRODUCTION

Erode lies in the north eastern part of the South Indian state of Tamil Nadu and is located about 400 kilometres southwest of the state capital, Chennai. The district of Erode is landlocked and is bounded mostly by Karnataka State and river Palar.



Erode is the seventh largest urban agglomeration in Tamil Nadu and is the administrative headquarters of Erode District.

Erode is well known for its agricultural and textile produce and has one of the largest markets for coconut. It is one of the largest producers of turmeric in India and is also known as the “turmeric city or yellow city”. It is also a major producer of handloom and knitwear in the country.

Erode district consists of 5 taluqs , 4 Municipalities, 42 Town Panchayats, 230 Village Panchayats and 375 Revenue Villages along with 14 Community Development Blocks.

Erode is among the fastest growing and the most industrialized districts in Tamil Nadu. It stands fifth in Tamil Nadu in terms of the number of MSMEs (Micro, Small & Medium Enterprises). Popularly known as the “Textile Valley of India”, Erode together with Coimbatore and Tirupur (a city and a district respectively) accounts for 56% of India's total knitwear export. Erode district has a Gross Domestic Product (GDP) growth rate of 7% which is the highest in the State. Apart from the River Cauvery, Erode is also quite popular among the local tourists for the 487 temples in the district.

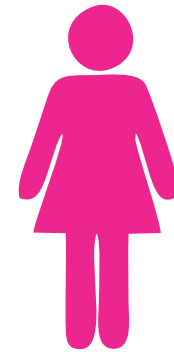


ERODE

TOTAL POPULATION 22,51,744

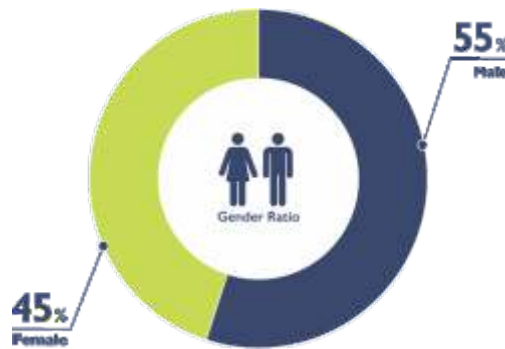


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FEMALE
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Literacy Percentage

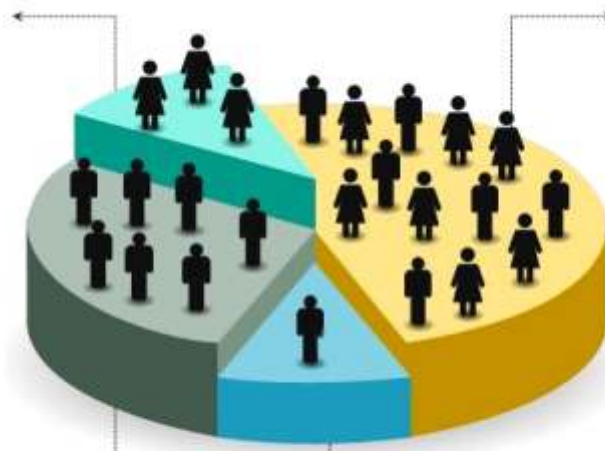


TOTAL: 14,92,662 (73%)

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TOTAL WORKERS
11,95,773
(53% of total Population)



NON WORKERS
10,55,971 (47%)

MARGINAL WORKERS
84,722 (3.76%)

3. SOCIO DEMOGRAPHIC PROFILE OF THE DISTRICT

3.1. Population

As per 2011 Census, It has a population of 22,51,744 persons which constituted 3.1 % in the Total State population. As per 2011 census the population of Scheduled Caste and Scheduled Tribes constitutes 25.97% of the total population of the district.

MALE	11,29,868
FEMALE	11,21,876
TOTAL	22,51,744



Table 2: Population in erode district

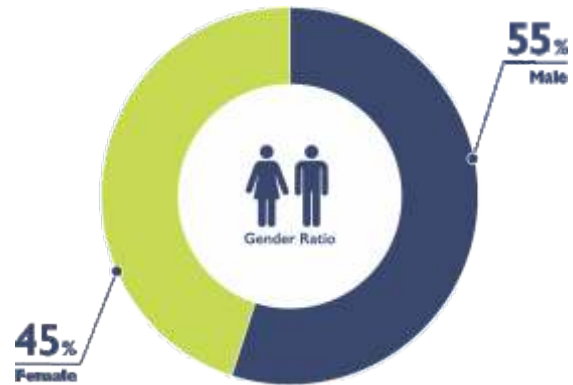
S.No.	Indicators	2001	2011
1.	Population	2,581,500	2,251,744
2.	Decennial growth (percent)	11.32	11.66
3.	Density of population per sq. km	354	391
4.	Urban population (percent)	46.25	51.42
5.	Sex ratio	916	993
6.	Percentage of 0 – 6 years old	8.27	8.67

Table 3: Erode District Decade of Changes/Growth in demographic profile

As per census 2011, the total urban as well as rural population in Erode district stood at 2.26 million which was 11.6% more than in 2001. In the same period, the total urban population of Erode district increased by 17.25% to almost 1.2 million as compared to a million in 2001.

3.2. SEX RATIO

The sex ratio in ERODE district is 993 per 1000 male compared to 2001 census figure of 916 which is higher than that of the state sex ratio of 916. In urban area sex ratio is 1005 female per 1000 male which indicates women population in urban area is slightly higher than rural women population



3.3 Literacy

The average literacy rate of the literacy rate of the district is 72.58%. And total Number of literate people are 14,92,662.

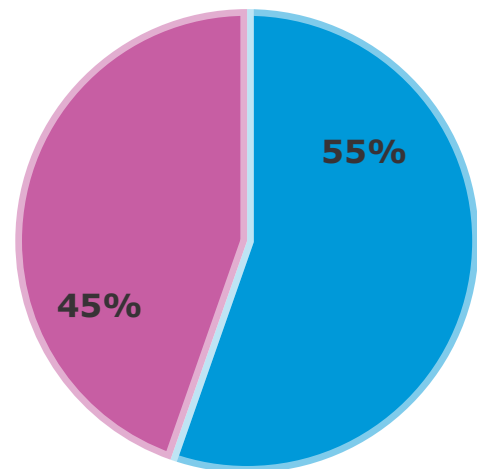
MALE	8,28,300
FEMALE	6,64,362
TOTAL	14, 92,662 (72.58%)

Table 4: Literacy in erode district

The female literacy rate is 64.71 % which is much lower than male literacy rate (80.42%)

LITERACY IN ERODE DISTRICT

■ MALE ■ FEMALE



3.4 SC, ST Population

	Numbers (2011)	Percentage (2011)	Numbers (2001)	Percentage (2001)
SC	3,69,483	16.41 %	4,22,204	16.4 %
ST	21,880	0.97 %	17,693	0.7 %

Table 5: SC/ST Population in Erode District

The total SC population of erode district is 3,69,483 which is 16.41% of total population . This is lower than the state SC population percentage which is 20%.

And the total ST population of erode district is 21,880 which is 0.97% of total population.

The ST population is increased from 17,693 to 21,880 over the decade. Which indicates there is less migration of tribal people from hill area.

3.5 Occupation Profile

Category	2001	Percent	2011	Percent
Population	25,81,500	100.00	22,51,744	100.00
Workers	14,34,405	55.60	11,95,773	53.10
Main	13,17,99	51.10	11,11,051	49.34
Marginal	11,16,414	4.5	84,722	3.76
Non-workers	11,47,095	44.4	10,55,971	46.90

Table 6 : Total Workers and Non workers

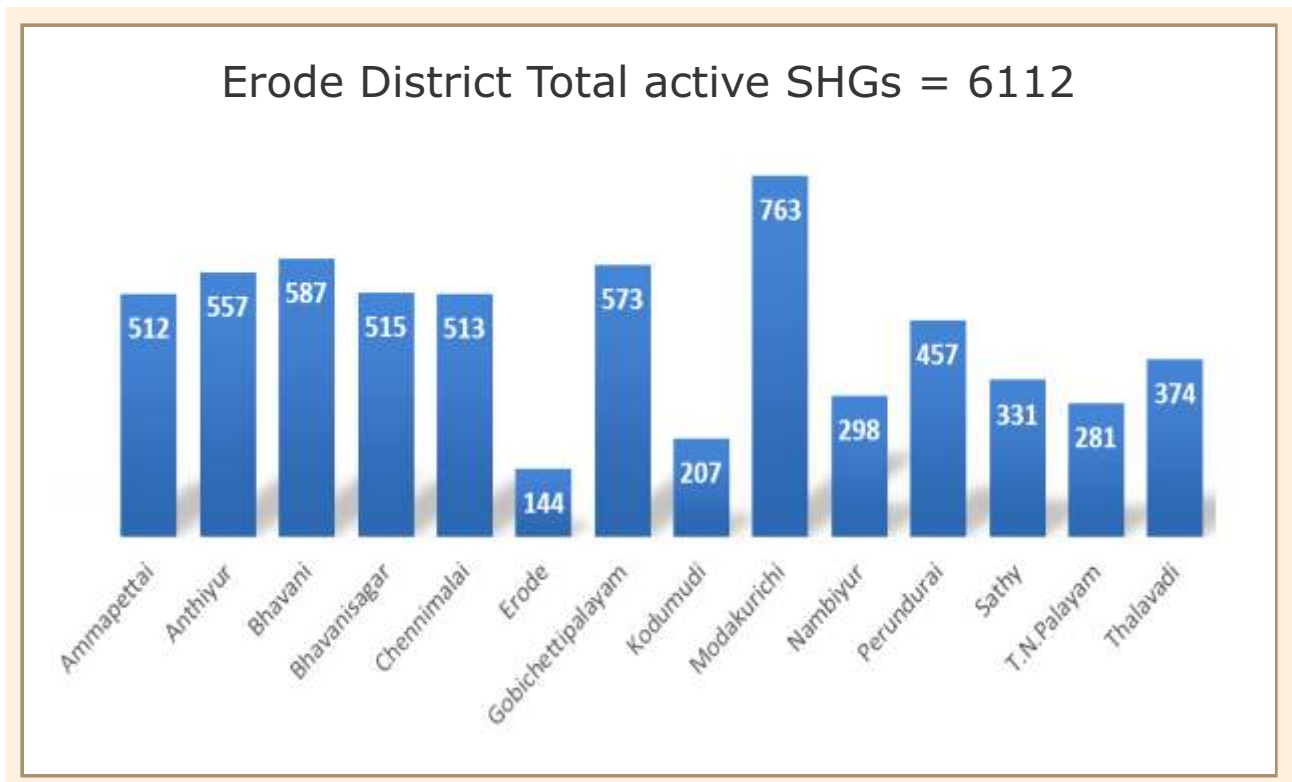
The percentage of total workers in Erode has decreased from 55.60 percent to 53.10 percent during 2001-2011. This reflects a there are almost 47 percent people are non-workers. There is a negative trend in employment opportunities which is a alarming data. Studies need to done to overcome this negative trend of employment opportunities.

3.6 Community Based Organisations

Community Based Organizations (CBOs) such as Village Poverty Reduction Committees (VPRCs) and Panchayat Level Federations (PLFs) were promoted to provide services to poor. These CBOs leverages financial support from banks and provide support to the members for the livelihood activities. There is a significant number of NGOs promoted SHGs federation is functioning in the

district and they does support functions and monitor the SHGs financial performance. The status of CBOs in the district are

- 9668 SHGs with 105480 members
- 229 VPRCs
- 225 PLFs/CLFs and
- 91 CLGs



The above table indicates the total number of Active SHG in erode district. It is notable that around 3500 SHG are inactive among 9668 total SHG which is 37% of total.

There are 6,112 active SHG's presented in Erode district. Our project blocks Thalavadi, bhavani , bhavanisagar , chennimalai has an average of 500 active SHG . Sathyamangalam block has lowest SHG number among our project blocks. There are around 15 tribal SHG presented in our project block Thalavadi.

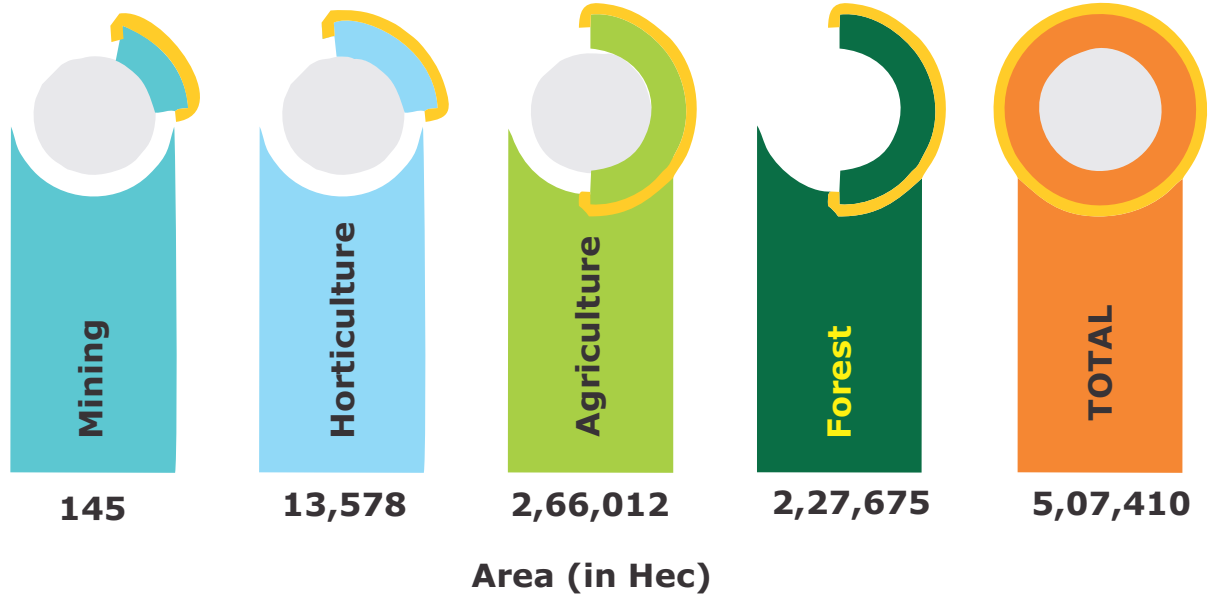
3.7 Farmer Producer Organisations (FPOs)

FPO available in Thalavadi Block namely Thimbam Dhaniya Farmer Producer Company with 1045 members. This FPO working on Millets, Vegetables and Seeds – Processing and Marketing. There are 4 major FPO promoted by Agri department namely

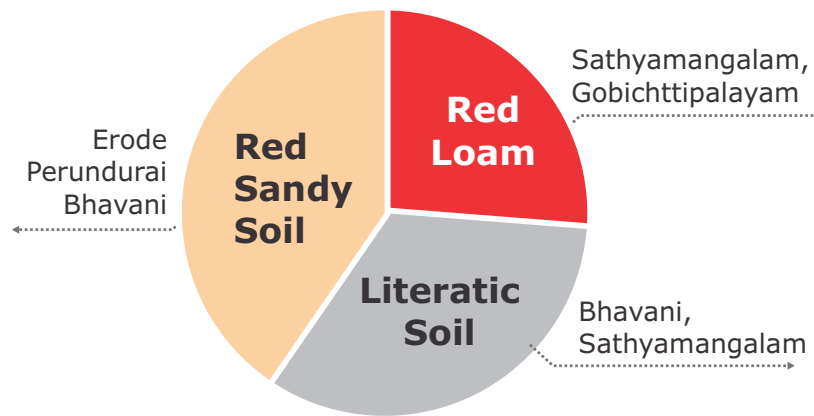
1. ERODE PRECISION FARM PRODUCER COMPANY LIMITED,
2. Ulavan Producer Company Limited,
3. Turmeric India Producer Agriculture Company Limited,
4. SANGAMAM BANANA PRODUCER COMPANY LIMITED.

Among which Erode precision farm producer company is most popular in erode district which incorporated 10 farmer producer companies. There are 250 shareholders with authorized share capital of Rs. 95 lakhs and paid up share capital of Rs.94 lakhs. The turn over per annum is around 9 crores.

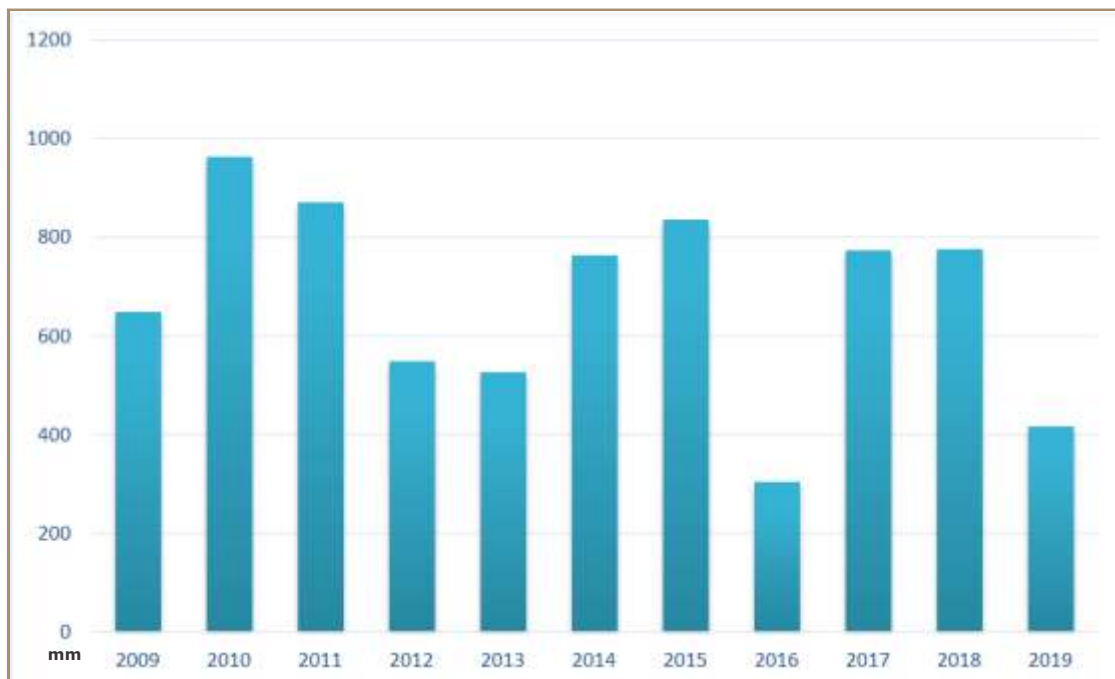
LAND USE PATTERN



SOIL TYPE



RAIN FALL PATTERN



4.0 GEOGRAPHICAL FEATURES

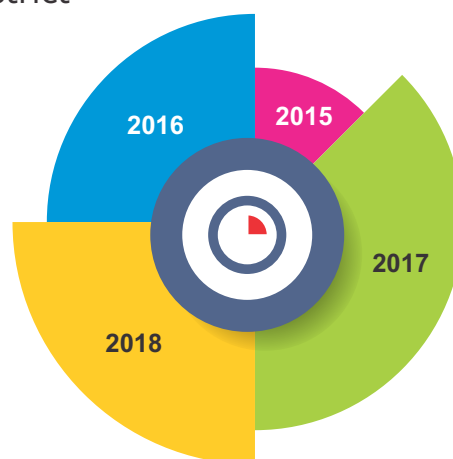
4.1 Topography

Erode district is an inland district, bordered on the north by Karnataka State, east by Salem, Namakkal and Karur districts, west by Coimbatore district and south by Tripur districts of Tamilnadu, covering an area of 5722 Sq.km. the headquarters of the district is Erode and the district is bounded by latitude 10°36'N to 11°58'N and Longitude 76°49'E to 77°58'E. It includes nine taluks viz. Sathyamangalam, Talavadi, Gobichettipalayam, Bhavani, Anthiyur, Erode, Modakurichi, Kodumudi and Perundurai

4.2 Climate and Rainfall

Dry Climate prevails in the Eastern part of this District and the Western part has a semi dry climate.

In the district the average annual rainfall is 775 mm with the maximum rainfall comes from North East monsoon- 281 mm. The district receives 228 mm during South west monsoon, 15.5 mm in winter season and 246 during hot weather season.

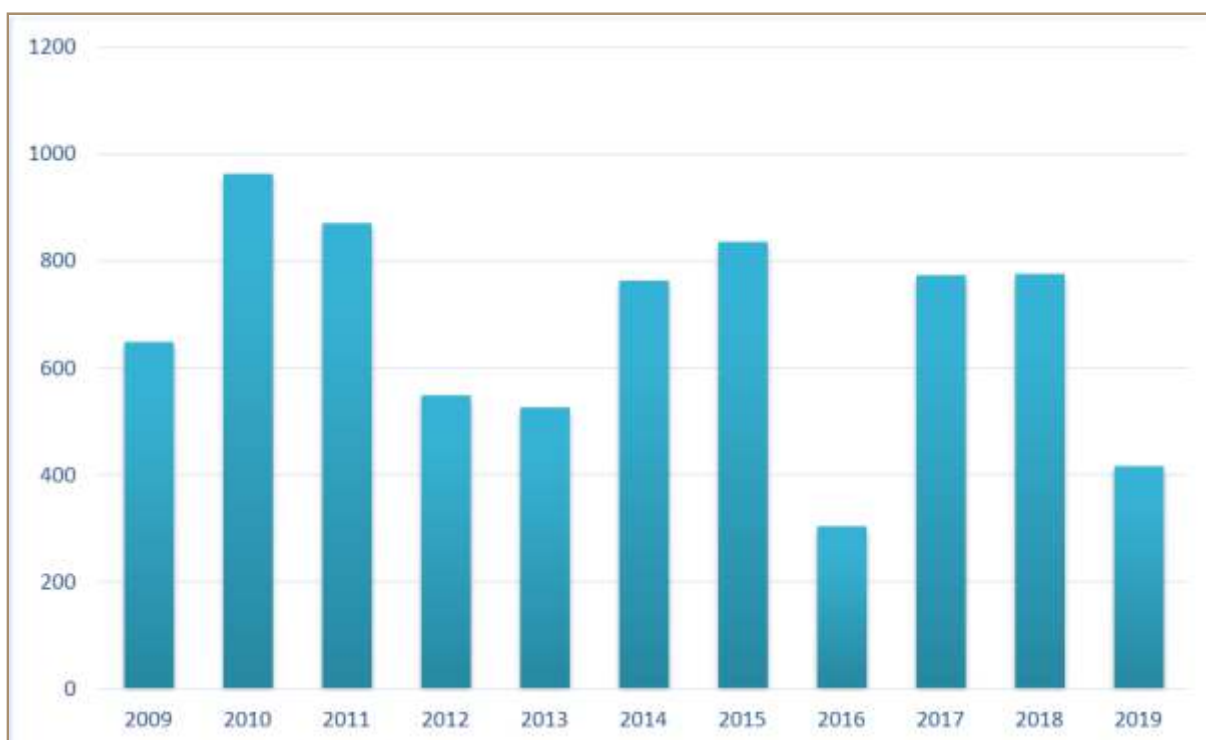


Source: Dist Stat Handbook 2017-18

Year	SW Monsoon	NE Monsoon	Winter	Summer	Total
2016	174.88	68.30	0	60.73	303.91
2017	310.31	194.11	10.81	258.40	773.63
2018	284.86	228.24	15.05	246.88	775.03

Table 7 : Annual Rainfall during the last three years
Source: Dist Stat Handbook 2017-18

The above table indicated that annual rainfall received during the last three years were viz., 303.91, 773.63 and 775.03 mm respectively.



An analysis of the rainfall trend has been on an above normal rainfall for most of the years except 2016.

It is notable that there is an Uneven rainfall pattern in ERODE district. And the average rainfall for past 10 year is around 700mm which is much lesser than state average 925 mm.

4.3 Land Use Pattern of the District

Erode district is fifth largest district in the state covering an area of 5722 Sq.km. the land use pattern of the district is shown in Table

Land Type	Area (in Hec)
Forest	227675.24
Agriculture	266012.1
Horticulture	13578
Mining	145.62

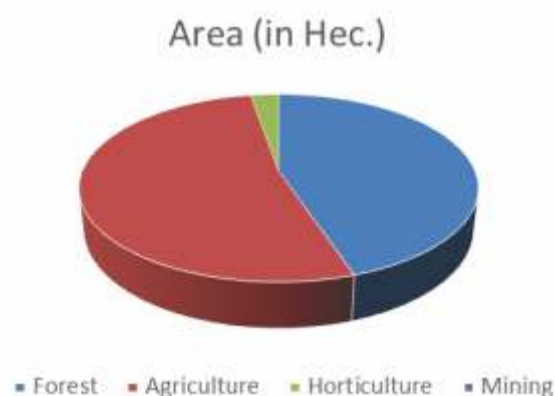


Table 8 : Land Use Pattern of the District
Source: Dist stat Handbook 2017-18.

As per revenue land records, the total geographical area of the district is 572,264 hectares. Of those 199,389 hectares have been brought under 109 cultivation as net area sown. This accounts for 34.8% of the total area of the district.

Area sown more than once is 25,397 hectares i.e. 12.73% of the total net area sown. Total cropped area is 224,786 hectares i.e. 39.2% of the total area in the district. Trees, crops, groves, Orchards etc. together account for about 0.6% of the total area in the district.

Of the 199,389 hectares brought under cultivation, 25,397 hectares are sown more than once, thus enhancing the total area cropped to 224,786 hectares.

4.4 Soil

The Soil varies from place to place. The Soil found in this district is mostly Red loam, Red sandy soil which is favourable for the crops like Paddy, Groundnut, Sugarcane, Turmeric, Tobacco, Maize, Tapioca etc.

The details of major soil types are furnished in Table.

S.No.	Type of soil	Places in District
1.	Red Loam	Sathyamangalam, Gobichttipalayam
2.	Literatic Soil	Bhavani , Sathyamangalam
3.	Black Soil	NIL
4.	Sandy Coastal Alluvium	NIL
5.	Red Sandy Soil	Erode , Perundurai , Bhavani
6.	Calcareous Soil	NIL

Table 9 : Soil Type of Erode district

Source: Assistant Director of Survey and Land Records, Erode-11.

Red Loam found in forest area of Sathyamangalam and thalavadi which consists of around 45% of total land area. Whereas Red sandy soil is presented in most of the remaining places as shown in the table.

4.5 Water Resources

4.5.1 Rivers

In Erode district, only two major rivers viz. Bhavani and Cauvery and their tributaries are draining and passing through the district. These rivers are perennial in nature. Cauvery flows in NNE-SSW direction on the border of Erode and Namakkal District. Bhavani River flows ENE- WSW direction almost center of the district, confluences with the Cauvery River at Bhavani. Rivers in the western ghats and fed mostly by the south-west monsoon are the chief sources of irrigation in the district. These rivers are Cauvery and Noyyal. Apart from these main rivers, there are a few uncertain jungle streams which also contribute towards better irrigation and drainage in a small way.



4.5.2 DAMS

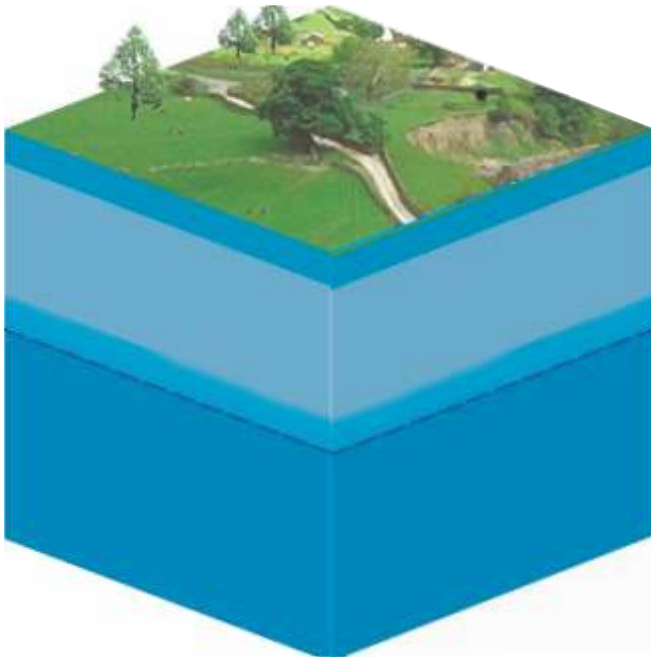
Sl. No	Name of the Dam / Block	Catchment Area (Sq/Km)	Water Spread Area	Height (Ft)	Capacity (M.C.Ft.)	Length in Canals Kms
1	Noyal Orathupalayam	2245.53	423	46	616	NA
2	Bhavanai Sagar Dam	1621.5	30	105	328	NA
3	Anthiyur Varattupallam	66.8	NA	33.4	139.6	NA
4	Gunderripallam	NA	NA	48.0	108.21	NA
5	Perumpallam	NA	NA	30.83	115.8	NA

Table 10 : Dams in Erode

Noyal Orathupalayam Dam and bhavani sagar dam are the major reservoirs of erode district with total catchment area of 3866 sq/km in total.

5.0 STATUS OF GROUNDWATER

<p>Semi-Critical [Utilization between 70 & 90%]</p>	<p>Bhavani, Kanjikovil, Kasipalayam, Kavindapadi, Kilampadi, Kurichi, Kuthiyalathur, Satyamangalam, Siruvalur, Thalavadi, and Thingalur.</p>
<p>Critical [Utilization between 90 & 100%]</p>	<p>Ammapettai, Arachalur, Arasur, Athani, Erode West.</p>
<p>Over Exploited [Utilization beyond 100%]</p>	<p>Anthiyur, Bhavanii Sagar, Chennimalai, Elathur, Erode East, Erode North, Kodumudi, Modakuruchi, Nambiyur, Perundurai, Punjaipuliampatti, and Vellode</p>



In most of the district the ground water resource is critical only. 16 blocks utilized the ground water more than 90%. Our project block bhavanisagar and chennimalai overexploited the ground water I.e, utilized the ground water more than 100 %.

6.0 DISTRICT INFRASTRUCTURE

6.1 ELECTRIFICATION

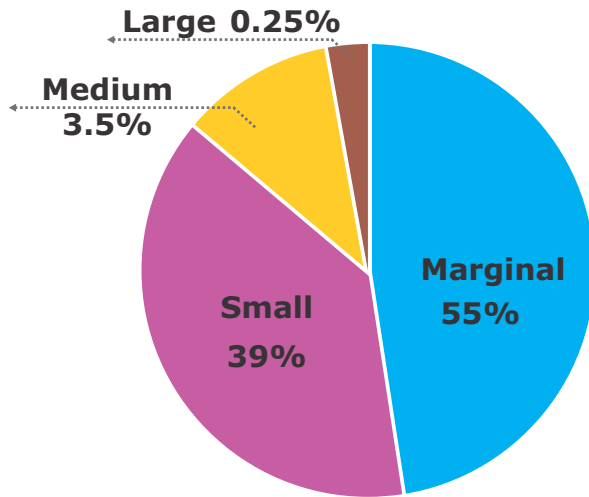
All the 375 Revenue Villages in this District have been electrified. There is frequent power cut in Industrial area of Erode district as per MSME report.

6.2 Connectivity

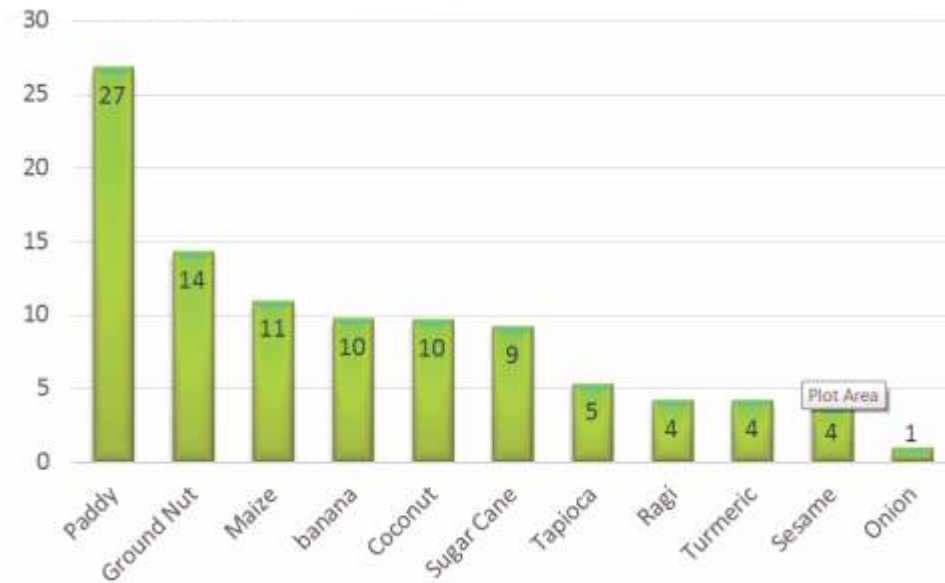
The transport and communication system in Erode district is well developed. Erode being one of the prominent trading centres in the State is well connected with all modern means of transport and communication except for air service. The nearest airport is at Coimbatore which is only an hour and half hours by road. Erode is an important railway junction. Road transport has developed by leaps and bounds. There a number of inter district bus routes operated by both the state owned Tamil Nadu State Transport Corporations and Private Bus owners linking Erode and other prominent towns in Erode district with places of significance outside the district.



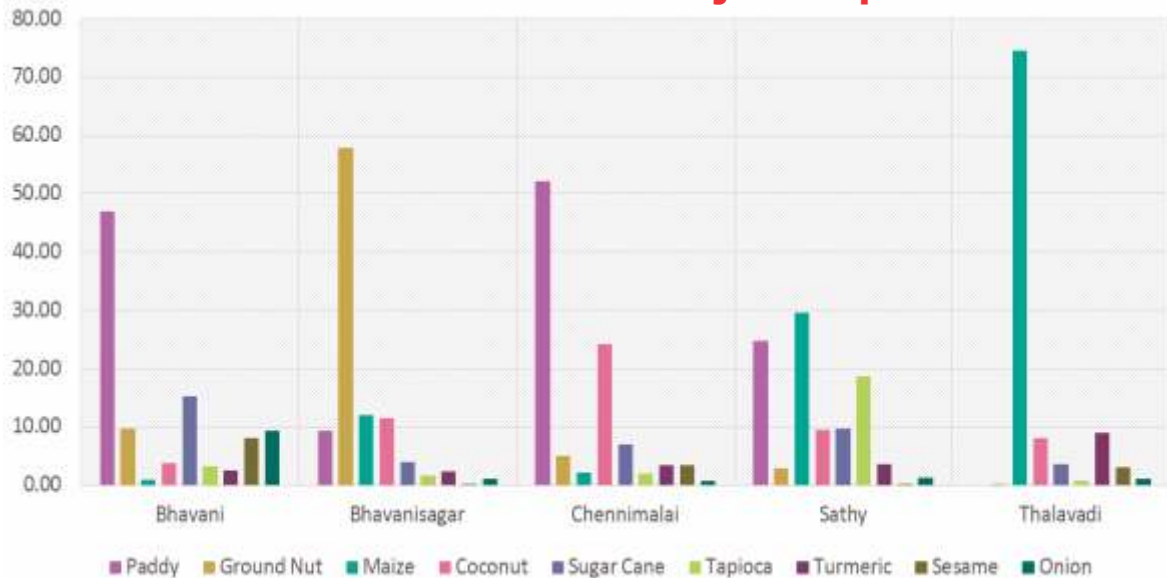
Land Holding Pattern



% of Crop Area



% of Block Wise Major Crop



7.0 FARM SECTORS

Agriculture plays a significant role in the economy of the district, as majority of the population depends on agriculture for their livelihood. The district constitutes 4.8 per cent of geographical area and 4.0 per cent of the net cropped area of state. The cropping intensity and the area under irrigation of the district constitute 109 % and 70.40 % as against the state average of 117 per cent and 52.80 per cent respectively.

The agricultural activity in the district is well supported by perennial rivers, Cauvery & Bhavani are the two main rivers in the district. The river Bhavani extensively benefits agriculture in Sathyamangalam, Gobichettipalayam and Erode taluks. Cauvery river provides irrigation facilities to a limited extent in Bhavani taluk. Noyyal is another river flowing through Erode taluk, however, it is highly polluted and the water is not used for irrigation.

The major crops grown in the district are paddy, sugarcane, turmeric, banana, tapioca, groundnut, cotton and Tapioca. The district falls under the Southern Plateau and hills and characterised by sub-tropical climate with moderate humidity and temperature.

7.1. Land holding pattern

There are five categories of land holdings. They are marginal (below 1 ha), small (1-2 ha), semi-medium (2-4 ha), medium (4-10 ha), large (10ha and above). Majority of the farmers (55 per cent) in Erode district have less than one hectare. These details are presented in Table.

Size Class of holdings (Hectares)	Land Holders			Area (ha.)		
	S.C.	S.T.	Others	S.C.	S.T.	Others
Marginal	3903	730	1,04,294	1776	392	52765
Small	1508	624	51,089	2005	870	72278
Semi Small	361	239	25,610	959	612	68826
Medium	41	58	6761	207	310	37309
Large	1	8	436	11	81	6168
All sizes	5,814	1,659	1,88,190	4958	2265	237346

Table 11 : Land holding pattern

The distribution of land size holdings as shown in above table, indicates the fact that 1,08,927 farmers were marginal i.e holding less than 0.5 hectare and this scenario continues as the number of farmers gradually decrease with the operational holdings from marginal to small (0.5 to 2.0 hectares) and thereafter drastically reduced to very small number of farmers holding large area (10 & 20 hectares) and only three percent of the land holders belong to SC/ST community.

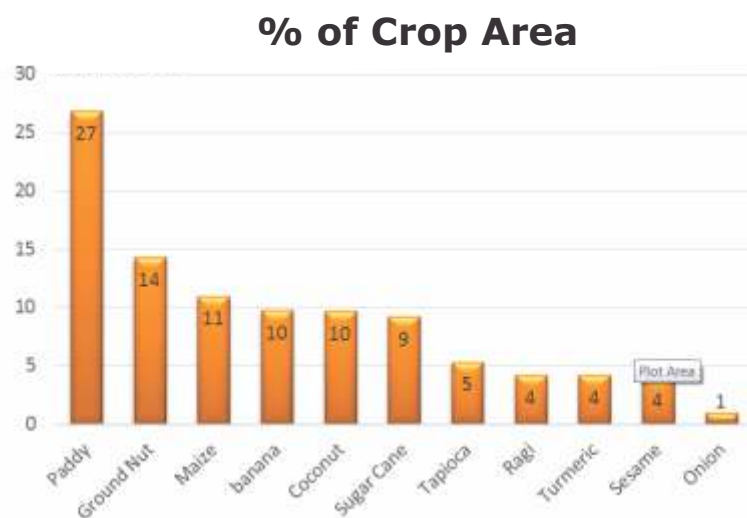
7.2 Irrigation

The sub-soil in most parts of the district being sandy and surface soil thin and of poor quality, the farmers have to depend heavily on irrigation facilities. The uncertain aspects of North-Eastern monsoon and not too favourable contribution from the South-West monsoon make the plight of 110 local agriculturists miserable. The chief sources of irrigation in the district are the canals and wells and these constitute the main stay of the farmers. Wells irrigated here are 68,570 hectares. The net area irrigated under various sources together constitute 58.9 percent, i.e. 209,432 hectares.



7.3 Cropping pattern and Major Crops

Availability of irrigation facilities coupled with the awareness of improved methods of farming helped the agriculturists to forge ahead. Though the soil is not the best, utilisation of improved methods of cultivation and improved strains of seeds together have



helped the agriculturists in the district to maximise their output. Paddy accounts for around 28% of total crops cultivated in the district. Next to Paddy is Maize.

Among the non-food crops, oil seeds constitute the major item. 55.23 % of the total area under non-food crops is accounted for by oil seeds. Ground-nut and sesame is the most popular oil-seed raised here. Among other non-food crops raised here, the most important items are cotton, sugarcane and tobacco, sugarcane. Cotton is grown in few hectares while tobacco is raised in 912 hectares in the district. In respect of all commercial crops also improved varieties have been adopted by the farmers and this has helped them to maintain high yields.

7.3.1 Cropping pattern

Cropping pattern refers to the proportionate area under different crops. Since there are no perennial rivers in Tamil Nadu water availability is not the same throughout the year. The selection of crop to cultivate is according to the water availability in the region. This is known as cropping pattern. This pattern changes from place to place and also depends on the soil i.e., Paddy needs more water and also it grows well in loamy soil which can retain moisture for a long time. So paddy is cultivated in regions where water is available throughout the year. 'i.e., near river beds and close to canals. In dry areas the crop pattern depends on rainfall. In such areas the crops that need more water are cultivated in rainy season and other dry crops like fiber, pulses, oil seeds are cultivated in dry seasons. The land in general is divided into wet area, dry area and semi-arid for the purpose of this study. The blocks in Erode district that come under these categories are:

1. Wet Area – Modakurichi, Gobi, TN Palayam, Bhavani, Sathi, BhavaniSagar, Kodumudi, Erode, a part of Perundurai block.
2. Dry Area – Chennimalai, Thalavadi, a part of Perundurai block,
3. Semi-Arid – Anthiyur, Nambiyur, Ammapetai

The majority (39.6%) of the farmers cultivate paddy in kharif. In rabi majority (21.2%) of the farmers cultivate cotton crop and in summer majority (22.4%) of the farmers cultivate turmeric and sugarcane. But the fact we should take into account is turmeric and sugarcane are the crops that cover almost all the three seasons. Since the cultivation is started in the month of June and the harvest is done in February/March, they are considered as summer crops.

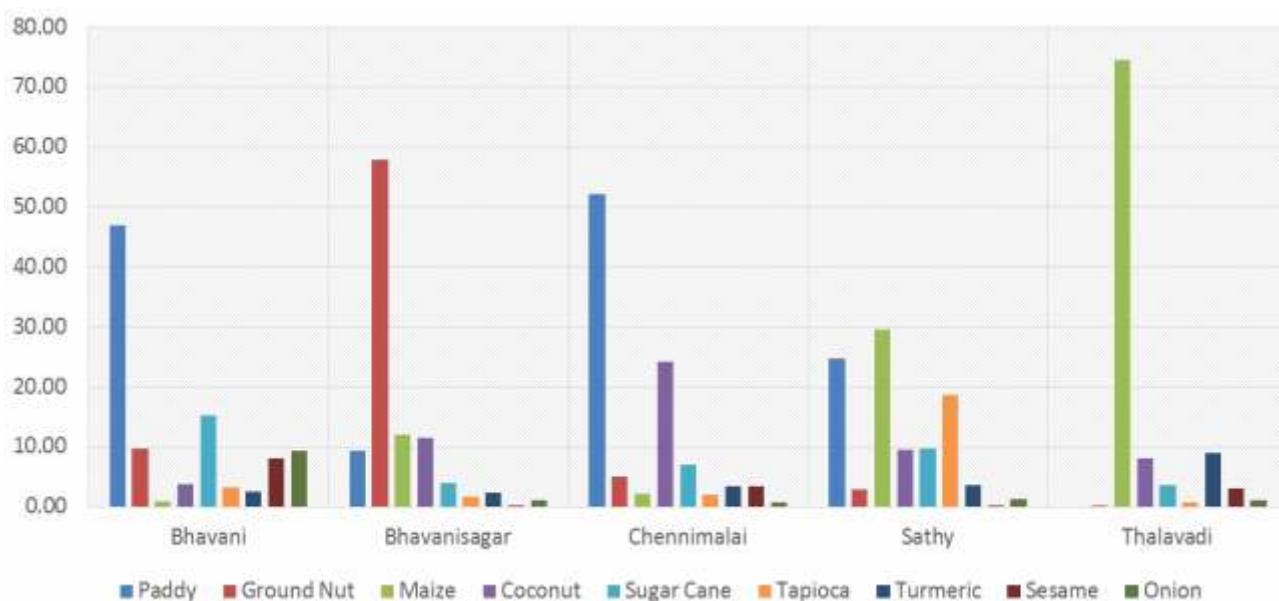
7.3.2 Area, Production and Productivity of Major Crops

Paddy is grown extensively as an irrigated crop in Erode, Gobi and Dharapuram taluks. Maize is widely grown as an irrigated crop in Dharapuram and Erode taluks. Cotton, Groundnut, Gingelly and Turmeric are also grown exclusively in this district. District is famous for Turmeric cultivation and on an average the Turmeric crop is raised in an area of 8,912 hectares. Banana is also grown in around 13,000 hectares annually. Vegetables like brinjal, tomato and ladiesfinger and onions are also grown in considerable areas of the district. Floriculture is also picking up in Sathyamangalam Block. The major crops grown in this district are paddy, Groundnut, Maize, coconut, Tapioca.

Crops	Area (ha)	Production (MT)
Paddy	34,335	1,59,047
Groundnut	16,881	28,596
Banana	12,550	3,93,888
Turmeric	8,912	42,249
Tapioca	7,174	1,77,743

Table 12 : Major crops productivity

Project Block wise Crop Area %



Sl.No	Project Block Name	Major Crops
1	Bhavani	Paddy, Ground Nut & Sugar Cane
2	Bhavanisagar	Ground Nut, Maize & Coconut
3	Chennimalai	Paddy, Coconut & Sugar Cane
4	Sathyamangalam	Paddy, Maize & Tapioca
5	Thalavadi	Maize , coconut & Turmeric

Table 13 : Top three Major crops in TNRTP blocks of Erode

From the above data, it is clearly shows that Maize is the major crop grown in sathyamangalam and thalavadi block , which are hilly area.

7.3.3 Prioritisation of crops

The major crops in this district are Paddy , Groundnut, Sugarcane, Sesame, Turmeric, Banana, and Tapioca. The cropping intensity is 1.15. Cultivable area is 61.7% of the total geographical area of the district.

Crop	Irrigated (Ha)	Unirrigated(in Ha)	Total
Paddy	35565	9	35574
Ground Nut	3813	15147	18978
Maize	7284	7275	14559
Banana	12941	0	12941
Sugarcane	12247	0	12247
Tapioca	5141	1958	7100
Ragi	30	5598	5628
Turmeric	5649	0	5649
Sesame	4715	577	5298

The above table shows the total land cultivation of major crop.

100% irrigated crops – Paddy, Banana, Sugarcane, Turmeric .

Due to Uneven Rainfall and lack of ground water resource, most of the farmers in dry area won't prefer these crops.

Instead they are cultivating Maize, Groundnut, Ragi. This is the reason for downfall trend in productivity of Paddy, Banana, Sugarcane, Turmeric in recent years.

Top priority crops in Erode district are Maize, Groundnut, Ragi, tapioca.

8.0 MARKETING AND STORAGE INFRASTRUCTURE

Marketing of agriculture is done through various regulated markets, co-operative marketing societies, Uzhavarsandhai (Fruits and Vegetables), Wholesale markets and Local Shandies. Apart from these Weekly markets and daily markets also exists in the district. The details of markets are as described as under.

8.1 Marketing Infrastructure Available

Regulated market is wholesale market where buying and selling is regulated and controlled by the state government through the market committee. The primary object of regulating the market is to safeguard the interest of the producer sellers raise the standards of the local Markets where the first exchange of the goods takes place. It has 14 regulated markets through which the farmers sell their agri products directly to the government.

S.NO	Name of Block	Name of The Regulated Markets
1	Erode	1.Erode 2.Chitthode
2	Modakurichi	1.Avalpoondurai 2.Elumathur
3	Kodumudi	1.Kodumudi 2.Sivagiri
4	Perundurai	1.Perundurai
5	Chennimalai	-
6	Gobichttipalayam	1.Gobi 2.Vellankoil
7	Nambiyur	1.Nambiyur
8	Thukkanayakkanpalayam	-
9	Sathyamangalam	1. Sathyamangalam
10	Bhavanisagar	1.Punjaipuliyampatti
11	Thalavadi	1.Thalavadi
12	Bhavani	1.Bhavani 2.Kavindapadi 3.Mylampadi
13	Ammapattai	1.Boothapadi
14	Anthiyur	1.Anthiyur
	Total	18

Table 15: The list of regulated markets in erode district

The total receipts from these 18 regulated market is around 105 crore.

And there are 40 Agricultural storage godowns presented in Erode district, among which 36 are erode market committee godowns.

6 cold storage godowns are located in erode district. The list of godowns with their capacity is mentioned in below table

S.No	Name and address of the cold storage	Cold storage and capacity
1.	The Superintendent of Market, Anthiyur Regulated market	1 Unit (25MT)
2.	The Superintendent of Market, Aval Poondurai Regulated market	1 Unit (25MT)
3.	The Superintendent of Market, Kodumudi Regulated Market, Erode Market Committee	1 Unit (25MT)
4.	The Superintendent of Market, Punjai Puliampatti Regulated market, Erode Market Committee	1 Unit (25MT)
5.	The Superintendent of Market, Sathyamangalam Regulated market, Erode Market Committee	2 Unit (100MT unit) + (25 MT unit)
6.	The Superintendent of Market, Gobichettipalayam Regulated market, Erode Market Committee	1 Unit (4*250MT=1000MT)

Table 16: list of cold storage godowns

9. TURMERIC CULTIVATION IN ERODE

Erode is one of the largest producers of turmeric in India and is also known as the “turmeric city or yellow city”.

But over the years, the production of turmeric in erode district decreased drastically.

During early 2010, the production was more than 1 lakh ton from erode district.

But the productivity of turmeric reduced to around 10,000 ton on 2016-2017.

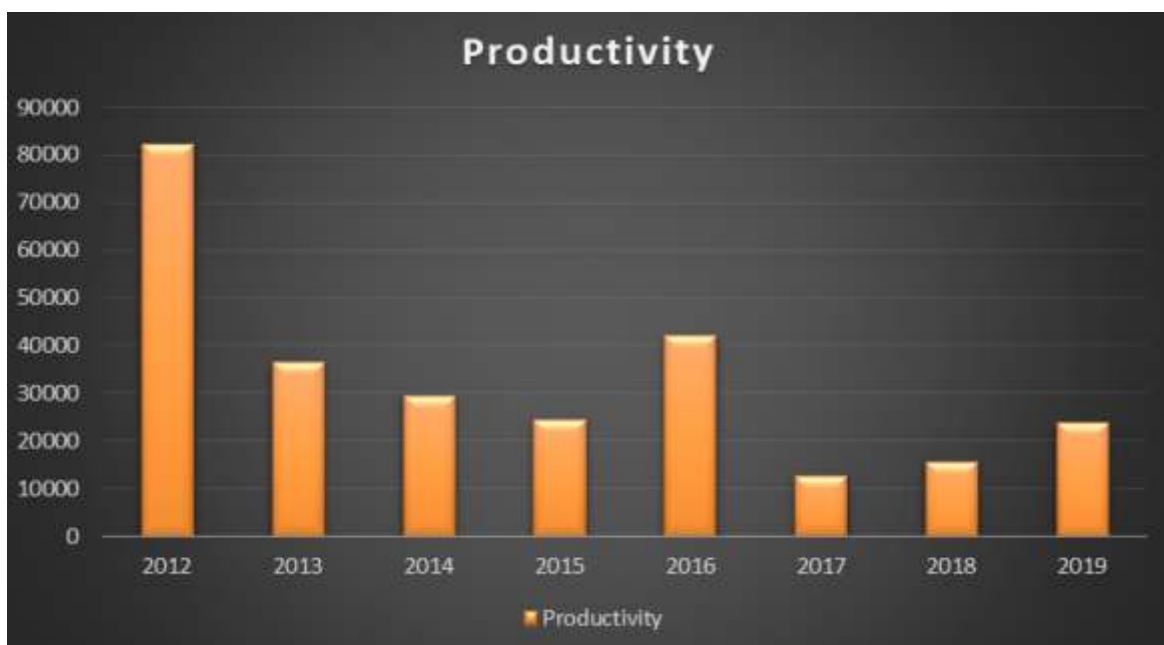
The productivity decreased by more than 85% during this period.

Once Erode district was the leading producer of turmeric in India, But now it has moved to 3rd place after Telungana and Maharastra



Year	Area in (Ha)	Productivity (Mt)
2012	12664	82361
2013	8165	36551
2014	6237	29568
2015	5192	24614
2016	8912	42249
2017	2966	12698
2018	3328	15742
2019	5625	23965

Table 17 : Year wise production of turmeric



Reason for the fall in turmeric production:

1. Both Telangana and Maharashtra have an edge over Tamil Nadu in terms of cheap labour, low pesticide cost and, not surprisingly, availability of water resources due to an unfailing Southwest monsoon.
2. The cost of turmeric production in the state is Rs 1.72 lakh per hectare, which is very high compared to other states.(source :Economics of turmeric cultivation in erode district of Tamilnadu , TNAU research paper)
3. Uneven Rainfall pattern. Erode receives average of 650mm rainfall per year which is very much lower than state average itself which is 925mm

10. AGRI & HORTICULTURE

CROP OPPORTUNITIES – CROP WISE

AGRI OPPORTUNITIES – Turmeric

- Turmeric are Exported to other Districts & States – Logistical Support needed (already few exists).
- Turmeric is cultivated in around 7960 ha in erode district and total production of Turmeric is 41153 tonne per year.
- Turmeric have huge productivity opportunities.
- Turmeric processing units needed (already very few exists).



AGRI OPPORTUNITIES – Groundnut

- Groundnut cultivation is high in the project blocks.
- Groundnut is cultivated in around 20,517 ha in erode district and total production of Groundnut is 35,664 tonne per year.
- No. of Groundnut processing and marketing units can be increased.
- Centre of excellence works and various edible products of Groundnut.



AGRI OPPORTUNITIES – Paddy

- Mostly Paddy cultivated and processed in our project blocks
- Paddy is cultivated in around 34,000 ha in erode district and total production of paddy is 1,45,000 tonne per year, which is huge.
- Farmers selling directly and also through other marketing channels, Marketing opportunities can be increased
- Small and Large paddy processing units has a need in project blocks



AGRI OPPORTUNITIES – Maize

- Maize cultivated as major crop in sathyamangalam.
- Maize is cultivated in around 20,024 ha in erode district and total production of Maize is 1,44,975 tonne per year.
- Huge Potential for seed production and marketing products of maize
- Maize processing units and marketing channels can be increased



AGRI opportunities – Coconut

- Erode is one of the major contributor of state coconut production.
- Coconut is cultivated in around 12,871 ha in erode district and total production of coconut is 1,17,310 tonne per year.
- In our project block bhavanisagar, chennimalai, Sathyamangalam, Thalavadi coconut is grown extensively.
- Huge potential for export and other value added products such as coconut oil, coir, coconut powder etc.
- There is an enterprise opportunity in drying the coconut for oil mills near kangeyam. Now a days oil Mills used to give the work of drying the coconut (Copra) to third party people on a contract basis. Since there is only limited labour available for doing this work.
- The contract value is about 500 per ton for drying coconut (transport and loading unloading charges were taken care by mills) .It's a budding enterprise opportunity in a district where coconut is grown extensively.



Agri opportunities – Sugarcane

- Sugarcane is one of the major crop in our project block sathyamangalam and Bhavani. It's grown in other blocks also but as a minor crop.
- Sugarcane is grown in 11,785 ha in erode district alone.
- Most of the sugarcane is brought by sugar mill near sathyamangalam area. But Jaggery units also running in our district, most of them where cottage industries only.
- There is opportunity to form enterprise group among those jaggery units.



Agri opportunities – Banana

- Banana is one of the priority crop of Erode district farmers.
- The cultivation area of Banana increased from 5000 ha to 12000 ha over the last five years.
- Ban of plastic in Tamilnadu increased the demand of banana leaf. And farmers are getting reasonable profit. So the production might further increase in coming years.
- Opportunities for value added products like banana fiber etc.



11. NATIONAL AND STATE SCHEMES

- Agri Clinics and Agri Business Centres Scheme
- Dairy Entrepreneurship Development Scheme
- National Livestock Mission
- Stand Up India Scheme



AGRICULTURAL TECHNOLOGY MANAGEMENT AGENCY (ATMA), in Erode District the ATMA Scheme is implemented during 2005-06. The main objective (or) aim of this schemes in to convergence the benefits to the farmers from all Agricultural and allied department scheme to the farmers. The Second most important objective of this scheme in transfer of technologies to the farmers by which their production, productivity and income of the farmer has been increased the departments involved in this scheme are Agriculture, Horticulture, Animal Husbandry,, Sericulture, Agriculture Marketing, Fisheries, KVK and TNAU.

12. RESOURCE INSTITUTION

Krishi Vigyan Kendra (KVK) is located in Gobichettypalayam block. MYRADA –KRISHI VIGYAN KENDRA is one such organization involved in the emancipation of the rural poor from financial and social shackles. They focus on creating a self-sustaining habitat by meeting the legitimate requirements of the farming communities.



National Dairy Development Board (NDDB), southern regional demonstration and training centre is located in erode. They provide training on Dairy related topics throughout the year for volunteers and farmers.

Agriculture Research Station, Bhavanisagar ,this is a major multicrop station in the State engaged in research, seed production, diploma education and extension.

Veterinary University Training and Research Centre, Erode Conducting training programmes on dairying, sheep and goat farming, pig farming, rabbit farming, poultry farming, preparation of value added meat and milk products in collaboration with department of Animal Husbandry, Farmers Training Centre, Aavin, Dept. of Agriculture, NGO's like MYRADA Krishi Vigyan Kendra to encourage Livestock based Self employment for Rural Women School drop outs, graduates and Rural Youths.

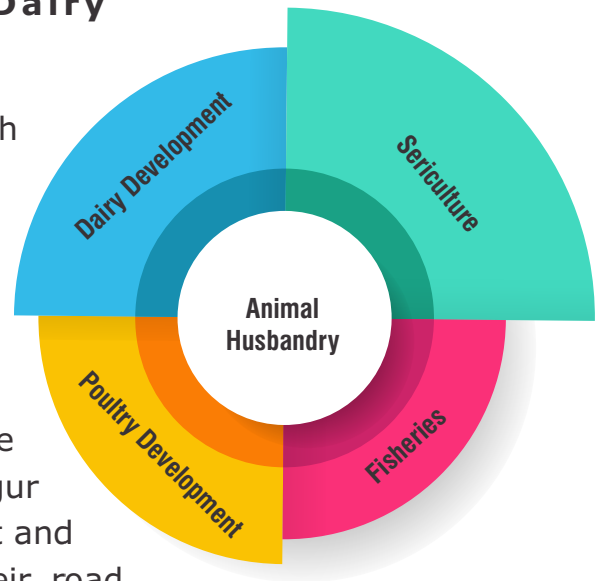
Erode District has Close association and link with Coimbatore district which has the advantage of two premier agricultural Institutions viz., The Agricultural College and the Forest Research Institute have helped the farmers to keep abreast of developments in agricultural methods and practices and also improved strains of seeds.

13. ALLIED SECTORS

13.1 Animal husbandry and Dairy development

The district is rich in its natural cattle wealth and concerted efforts of the Animal Husbandry Department have further augmented the cattle wealth in the District.

There are three major breeds of cattle in the District. They are the Burgur breed, the Kollegal variety and the Alanbodies. Burgur breed though smaller in size are well built and sturdy. Kollegal variety is noted for their road draught and is normally reared for transport purposes.



With varieties of breeds available, the district has made rapid progress in the field of animal husbandry. Erode has carved out an enviable position for itself in the field of dairy development industry in the State. The Tamil Nadu Milk Producers Federation has a milk collection center and processing plant at Erode from where pasturised milk is transported in cases to different parts of the State every day.

According to 12th Livestock Census, the approximate population of the livestock in the district includes 8,78,638 number. Of which 1,47,528 No's were over 2.5 years old cattle's, 3,29,927 No's were goats.

Dairy development

Dairy sector is important not only as the producer of highly nutritious food products, but also for the sustenance of poor farmers and over all prosperity of the farming community.

Erode has carved out an enviable position for itself in the field of dairy development



industry in the State. The Tamil Nadu Milk Producers Federation has a milk collection center and processing plant at Erode from where pasturised milk is transported in cases to different parts of the State every day. And there are 703 milk societies located in erode district.

Erode district has 1,15,380 milk producing cattle which is very huge number , and their average milk production per day is 2,70,886 litters.

In thalavadi block there are 28,330 cows are available. During our field visit we have witnessed most of them were native breed cows, But the accurate data on number of native breed cow are not available, studies need to be done. There is a worldwide market demand for A2 milk. So opportunity for marketing native breed cow milk is available in our project block thalavadi.

13.2 Poultry development

The district produced 13,77,127 numbers of fowls , which is higher than most of the district in the state. There is a market for country chicken in hilly area of erode district.



13.3 Fisheries



In Erode District, Inland fisheries is the only resource for fishermen. Being a landlocked district, there are no chances for marine fishing. As such, opportunities for fishing are restricted. With the help and encouragement by the Fisheries Department, rapid strides have been made in the development of fisheries in the

District. Special emphasis is laid on the formation of fishermen's co-operatives and familiarising the local fishermen with the improved methods. Besides the Rivers and Ponds, two major reservoirs, namely the Mettur Dam and the Bhavani Sagar Dams provide for fishing opportunities.

13.4 Sericulture

S. No	Name of the block	Area under Mulberry (acres)	Farmers	Production of Cocoons (M.Tonns)
1	Gobichettipalayam	1300.19	467	385.87
2	Nambiyur	358.00	183	106.25
3	Bavani	648.78	331	192.54
4	Anthiyur	322.40	142	95.68
5	Modakuruchi	197.59	79	58.64
6	Kodumudi	55.00	14	16.32
7	Perundurai	260.00	121	77.16
8	Sathyamangalam	156.75	106	46.52
9	Bhavanisagar	154.75	75	45.93
10	T.N.Palayam	213.75	68	63.44
11	Talavady	725.50	362	215.31

Source: Joint Director of Sericulture, Erode

In our District Sericulture is practiced in mostly all of the blocks. The total number of production is 1298 M.T. of Cocoons per year in erode District.

There are 1948 farmers cultivating mulberry in 4388 Acers. In our project block Talavady is the highest producer of Cocoons from 725 acres of mulberry. It is almost 16% of total production of district.

There is a good scope for SHG Members to involve in sericulture and get a reasonable profit, as there is always a demand for silk in market.

14.0 BANKING PENETRATION IN THE DISTRICT

The district is served by 37 Commercial banks (both in Public & Private Sectors), Pallavan Grama Bank and Erode District Central Cooperative Bank. These banks function through 422 branches in the district. Out of the same, IOB is having large number of branches (47), followed by Canara Bank with 44 branches. Pallavan Grama Bank (RRB) is having 27 branches and Erode DCCB with 25 branches. Besides, there are 167 PACCS also functioning in the cooperative three tier system in the district.

The deposits outstanding of all banks stood at Rs.16119 crore as on 31 March 2018, as against Rs.14478 crore during 31 March 2017, showing an impressive growth rate of 11.00%. The loans outstanding decreased from Rs.18301.79 crore during 2015-16 to Rs. 17281.87 crore during 2016-17. The district is also benefitted with 27 branches of Pallavan Gramin Bank, 25 branches of Erode DCCB

SHG Bank linkage:

Total credit linkage through SHG(self help group) in the district in the year 2018-19 is 235 crore through 7150 SHGs. ICICI bank has only 2 branch but it has given loan amount of 66 crore to 1895 SHG.

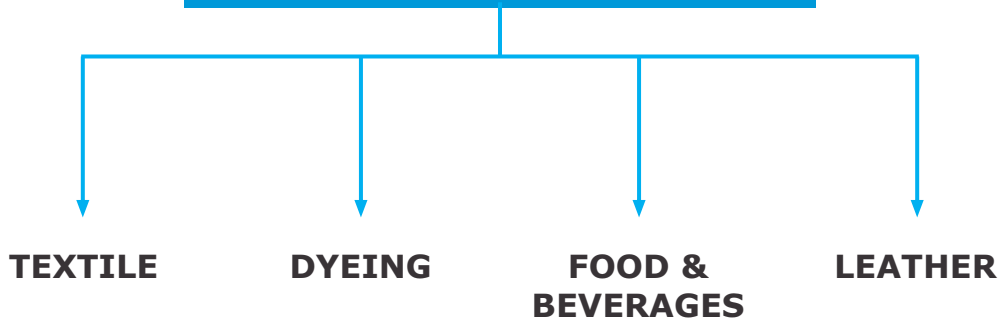
MFI Presence:

Small Banks are the new category of banks announced by RBI in July 2014. There are 25 number of Small Finance Banks presented in Erode district.

IDFC, EQUITAS, JANALAKSHMI, MUTHOOT, GRAKASAKTHI has good presence in the district. Among which IDFC has highest Rate of interest(23.50%) and Janalakshmi finance has low Rate of interest(16%).

NON FARM SECTORS

MAJOR NON FARM ACTIVITIES



NOTABLE EXISTING CLUSTERS



TEXTILE INDUSTRIES IN CENNIMALAI (PROJECT BLOCK)

POWER LOOM

Total No. of Looms: **3810**

URBAN - **1550**

RURAL - **2260**

HAND LOOM

Total No. of Co-operate Societies : **39**

Total No. of Looms : **5340**

2 MAJOR HANDLOOM INDUSTRIES

CHEN COPTEx / KALI COPTEx

15.0 NON FARM SECTORS

15.1 Industrial Scenario

Industrial Development of an area depends upon factors like availability of resources both human and material, infrastructure facilities, entrepreneurial skill etc. Erode district is fulfilling all the basic minimum requirements for industrial developments. There is no problem in availability of skilled labour thanks to privatisation of technical education. Entrepreneurial talent is available. The infrastructure facilities available in the district are adequate.

The district is not having a great mineral wealth. However it has a fine quality of feldspar and quartz. The industries based on these minerals are not exploited so far. The existing large scale textile units in the district offer limited scope for the development of ancillary industries. Though our primary objective of the survey is to explore the possibilities for starting small scale industries in the district, some of the items suggested in this report may be suitable for large / medium scale sector.

15.2 MICRO SMALL AND MEDIUM ENTERPRISES (MSME) SECTOR

S.No	TYPE OF INDUSTRY	No. of Units
1	Manufacturing of Food Products and Beverages	3539
2	Manufacturing of Tobacco Products	7
3	Manufacturing of Textiles	4406
4	Manufacturing of Weaving Apparel; Dressing and Dyeing of Fur	3659
5	Tanning and Dressing of Leather, Manufacture of Luggage, Handbags, Saddlers, Harness and Footwear	954
6	Manufacturing of Wood, Products of Wood, Cork, Articles of Straw & Plating Materials, Except Furniture	219
7	Manufacturing of Paper and Paper Products	577
8	Manufacturing of Rubber & Plastic Products	888
9	Maintenance & Repair of Motor Vehicles and Motor Cycles	573
10	Manufacturing of Furniture, Manufacturing N.E.C	228

MSME sector in Erode district

Maximum units have been established in Textile industry followed by Weaving, Dressing and Dyeing. Food Processing units have also taken the maximum share of investment and employment.

Tanning and Dressing of Leather, Manufacture of Luggage, Handbags, Saddlers, Harness and Footwear are turning out to be major growing sectors for the district. Rubber and Plastic products, Motor Vehicles maintenance also make a responsible part in the Industrial sector.

Table 18 : Overview of MSME units

REGISTERED INDUSTRIAL UNIT	19521
REGISTERED MEDIUM & LARGE UNIT	38
ESTIMATED AVG. NO. OF DAILY WORKER EMPLOYED IN SMALL SCALE INDUSTRIES	77,500
EMPLOYMENT IN LARGE AND MEDIUM INDUSTRIES	6501

15.3 Existing clusters of Micro and small enterprise

Name of the Cluster	Location	Product
Leather	Erode	Leather footwear, Leather Tanning
Oil Mill	Kangeyam, Vellakovil	Extraction of Coconut Oil, Groundnut Oil
Coir**	Erode and Pollachi	Coir Products
Moon Stone	Devangapuram	Moon Stone
Readymade Garments	Erode Town and 25 kms Radius	Shirts Barmudas, Pyjamas, Ladies / kids Wear & made-ups, Home furnishing items
Rice Mill	Kangeyam	Rice

Table 19 :Existing clusters of Micro and small enterprise

Manufacturing Sector

Readymade Garment Cluster at Erode and Coir Cluster at Nathakadaiyur Village in Erode Taluk are identified Clusters in this District.

Oil mill Sector

Oil mills at Kangeyam and Vellakovil are identified as Clusters for the extraction of oils from groundnut and coconut.

Rice mill

Rice mill cluster in kangeyam are identified as cluster of tamilnadu also. As the major crop in erode is paddy, most of the paddy cultivated from erode district processed in kangeyam surrounding rice mills.

Service Sector

There is no identified cluster in Service sector at Erode District. However, Repairing of Motor Vehicle Units is largely functioning at Perundurai and this can be developed as a cluster.

Erode Abdul Gani market

Erode gani market is one of the biggest textile market in India. This is located near Erode railway station. It operates weekly one day i.e. From Monday midnight 12 p.m. to Tuesday midnight 12 p.m.

There are almost 740 shops available in this weekly market. There is a daily market also operated in same premises. The garments were sold in wholesale price in this market.

Traders and buyers from all over Tamilnadu, Surat, Bombay, ahmedabad were coming to this market every week. In regular days total estimated business in this market is up to 25 crores, during festival season the total business would cross 100 crores.



Erode Tex valley:

Texvalley is an integrated textile shopping mall located in Erode. The mall houses both daily market shops and weekly market shops. This is an international standard Exclusive Textile Market Centre, a complete transformation from the present unorganized and unauthorized markets in Erode City limits. The main mall or daily market structure is designed to accommodate about 1599 shops in 11.5 lakh sq.ft. The weekly market structure will house about 3000 outlets for wholesale sellers.



Perundurai SIPCOT



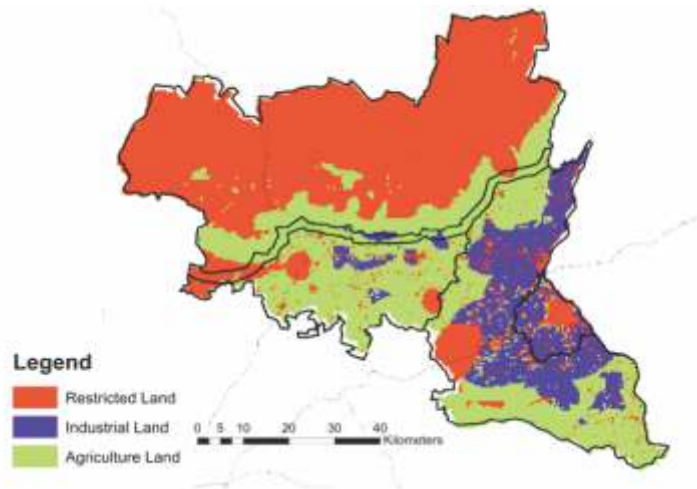
Perundurai SIPCOT established by the State Government of Tamil Nadu in July, 2000. It is a 3600 acre industrial estate located in perundurai, which is 20 km from erode. It is the Asia's Second largest SIPCOT. There are around **300 industries** are there in this SIPCOT.

Perundurai Industrial Growth Centre is industrial complex created in Perundurai, Erode District to cater mainly to textile processing units and leather processing units. Perundurai SIPCOT Textile Processors Association (PSTPA) is the trade association representing nearly **50 textile processing units** who have established their factories at the Perundurai SIPCOT Industrial Growth Centre.

15.4 Small scale Industries

Erode district is one among the industrialised district in Tamilnadu and it is fifth among the districts in Tamilnadu as far as Small Scale Industries concerned. There are 23918 registered SSI units. Cotton Textiles industry dominates the district at present. It accounts for 20.60% of the registered SSI units in the district. Next comes to Hosiery & Readymade Garments industry, which is accounting for 17.43% followed by food products with 11.98%

Small Scale Industries are providing large-scale employment next to Agriculture in this district. It have played a vital role in the districts economy by providing large scale employment opportunities at relatively low capital cost, a wide entrepreneurial base, easy dispersal of industries in rural areas and backward areas and concentration of certain industrial groups at specific areas.



The district stands first for the highest number of units in

- I Beverages
- ii. Jute, Hemp & Mesta Textile Products

It stands second in the following sectors.

- I Food Products
- ii. Cotton Textiles

It stands fourth in

- i. Basic Metal Products

Source : COIMBATORE REGIONAL PLAN (Coimbatore, Tiruppur ,Erode, The Nilgiris), paper presented by school of planning and architecture , bhopal.

Most of the small scale industries are based on textile in erode district. There are many co-operative societies available for these textile enterprises around erode district.

In our project block chennimalai is dry area of district where agricultural activities are very limited. There Small scale industries were available around chennimalai block from the above list. Out of which powerloom is available in most parts of chennimalai. Totally 5860 powerloom unit is located around Chennimalai block. Labours are earning from 200 to 400 rs per day in these units.

CRISIS IN POWERLOOM SECTOR

1. Non-availability of Raw materials
2. Lack of expansion and modernization
3. High rate of interest on Bank loan
4. Inadequate transport facility
5. Shortage of skilled labour

Source : Owners attitude towards the performance of powerloom sector in Tamilnadu – A case study of erode (Asia pacific journal of Research in business management)

There is a requirement of skilled labour and transport facility for powerloom sector in erode.

Handloom sector in Chennimalai block:

Chen coptex AA 399

Chen coptex is industrial based handloom coptex where loom facility will be provided to the people and they have to just weave the garments and the coptex is providing labour cost for weaving. There are around 800 members working in chen coptex. Out of which 450 are weavers and others are helpers. Wages are provided on weekly basis. Weavers are earning around 2000 rs per week and helpers earning 1500 rs per week.



Kali Coptex

Kali coptex is working on same business model of chen coptex. There are around 2,200 workers including weavers were working in this coptex

Primary societies

There are 37 primary societies for handloom is situated in chennimalai block. Almost 20,000 families are working in these societies. They are earning Rs.3000 per week approx.

Bhavani Jamakkalam

The hand-woven Bhavani jamakkalam (carpet), known for its finesse and aesthetic values. Next to agriculture, weaving is the major industry in villages located in Bhavani and Anthiyur.

The jamakkalam, was recognised as a Geographical Indication by the Government of India in 2005.



Over 20,000 families were earlier involved in weaving the jamakkalams at pit looms in their houses. (source: The Hindu, sep 10, 2019) . But the numbers has been decreased drastically over the years as there are cheap product available in market with the use of power loom and not enough salary provided for labours (female earns 200 per day & men earns 250 per day only)

Proper marketing will help this century old business to sustain, else this generation workers will be the last generation to produce this jamakkalam.

Thottampalayam Kora Saree

Thottampalayam is a small village in Bhavanisagar block. In this village there are almost 2000 families involved in preparation of hand woven kora sarees. They are doing this activities for almost 5 generations. Only 3 community people are particularly involving in this handloom business namely Kannada chettiyar, thelugu chettiyar, boyar.



There are 7 co operative society available in this village. Their products are sold to whole sellers from all over Tamilnadu.

Three person has to work for manufacturing a saree and only 3 saree can be prepared per week. It sums up around 12 saree per month for 3 people.

Manufacturing cost itself comes around rs.1700 including labour. Each saree is sold for a price of rs.2000 only. Middle man is only benefitted by this price. A good marketing channel is needed to overcome this situation.

15.5 Large Scale Industries / Public Sector undertakings

Erode district has total of 24 large scale industries. The notable large scale industries are

1. Bannari Amman Sugars Ltd., Periapuliyur Po, Sathy Tk
2. Agni Steels Private Ltd, Ingur, Perundurai Tk
3. Rajalakshmi Textile Processor, Ramanathapurampudur Po, Erode TK
4. Vinayaka Electro Alloys (I) Pvt. Ltd. Ingur, Perundurai TK
5. GMB Textiles Mills India Limited, Elumathur Po, Erode TK
6. Sakthi Sugars, Poondurai Po, Erode TK
7. Naveen Cotton Mill Private Limited, Pungampalli, Sathy
8. Sakthi Sugars Limited, Appakoodal, Bhavani TK
9. Krishna Poultry Tex Mill (India) Pvt. Ltd, Vijayamangalam, Perundurai TK
10. Ranjeer Cotton Mills (India) Private Limited, Gettiseviyur Po, Gobi TK

The major large scale industries are based on textile, sugarcane and pulses.

15.6 Investments in Erode District

There is a continued investment in the Textiles industries. There is also significant investment in food products. The ongoing and prospective investments hint at a structural shift from an economy based on agriculture to an economy dominated by large scale industries and manufacturing in the district.

Name of the Product	No.of Factories
Cotton Textiles	3502
Food Products	1070
Hosiery and Garments	981
Wood Products	164
Machinery and Parts	115
Paper Products	112
Mineral Products	143

Table 19 : Investments in Erode District

Major Exportable Items

- Sugar
- Reclaimed Rubber
- Paper
- Cotton Yarn
- Iron & Steel

15.7 Connectivity

Road



Erode maintains 102 km (63 mi) of local roads with 5 km (3.1 mi) of concrete and rest bituminous. Additionally, 16.6 km (10.3 mi) of state highways is maintained by State Highways Department. Also, NH 47 connecting Salem – Coimbatore – Kanyakumari, bypasses the city via Bhavani, Chithode, nasiyanur and Perundurai The Tamil Nadu State Transport Corporation has a sub-divisional headquarters at Erode (jeeva) under the Coimbatore division. Erode Central Bus Terminus, is the Second Largest main bus station complex for Tamil Nadu State Express Transport Corporation and private carriers operate long distance buses connecting to major cities like Chennai, Bangalore etc.

Rail

Erode Junction railway station is a major rail junction in Salem division of Southern Railway with a diesel locomotive shed and an electric locomotive shed attached. It also serves as a hub for water filling facilities, food provisions and cleaning services for long-distance trains that run via Erode.



Air

The nearest airport to Erode is the Coimbatore International Airport at a distance of 90 km with regular flights.

Tiruchirappali International Airport is 158 km from Erode.



15.8 Investment Opportunity

There is lot of Investment Opportunities in

1. Raw Materials Based

1. Coir
2. Coconut Oil
3. Readymade Garments
4. Silk Reeling & Twisting
5. Milk and Milk Products
6. Sago and Starch
7. Masala Products
8. Floral Extraction
9. Poultry and Cattle Feed



2. Demand Based

- 10. Iron & Steel
- 11. Engineering
- 12. Food processing Industries



3. Skill Based

- 13. Blankets

4. Export Oriented

- 14. Coir Pitch
- 15. Woven Garments
- 16. Hosiery Garments



5. Rural Artisan Based

- 17. Cotton Foot Mat
- 18. Home Furnishing
- 19. Moon Stone



15.9 Service sectors

The district houses a number of health care facilities ranging from 18 hospitals to 311 health sub centres. These sub centres are spread around the villages of the district, making it easily accessible for the villagers. However, these health care centres are staffed by only 411 doctors and 478 nurses. Additionally, the district also has 200 plus private bank branches and 274 cooperative bank branches. There Are 295 Restaurants, 496 Cafes And 2863 Other Eating And Drinking Places. There is four numbers of Authorised Automobiles Repair and Service Stations. (Source: TamilNadu Motor Vehicle Maintenance Division, Erode)



15.10 Tourism

Erode Government Museum will appeal to culture buffs and history lovers. The museum is a rich repository of objects related to art, anthropology and archeology, being one of the largest storehouses of art and culture in Tamil Nadu. The museum was established in 1987 and is open on Sundays too.



Bhavanisagar Dam is about 16 kms. from Sathyamangalam across the river Bhavani. Kodiveri Dam is about 10 kms from Gobichettipalayam and 55 kms from Erode.

Birds Sanctuary, Vellode is about 15 kms from Erode. It is at a large lake surrounded with semi-dark bushes near Vellode. This sanctuary is home to many foreign birds. The sanctuary features thousands of birds coming from various countries, some of which can be easily identified. Some easily found bird species include cormorants, teals, pintail ducks, pelicans, and darters.



Divine tourism

Famous Temples are Bannari Amman Temple is 75 kms away from Erode and 10 kms distance from Sathyamangalam. It is the famous temple in Erode District and situated



at the bottom of the Western Ghats on the way to Mysore. Sangameswarar Temple ,Bhavani is about 15 kms. From Erode. Confluence of three rivers by name Cauvery, Bhavani and invisible Amudha at this pilgrimage place and termed as Mukkoodal. Thindalmalai is 5 kms from Erode and Chennimalai is about 30 kms. From Erode.



There is a Fifteen day festival in Bannari Amman Temple during March month every year. People around erode district such as Coimbatore, salem, tirupur, namakal will attend the festival. Around 2500-3000 street vendors establishing their shops during this festival time. There is opportunity for Textile shop, Food enterprises in this temple. The floating population is around 5 lakh for this 15 days.

Tribal Tourism

Erode district has around 40% of its land as Forest. It is estimated that there are almost 5000 ST people living in Thalavadi block, which is a hilly area. In sathyamangalam there are 6 tribal majority panchayats and there are 10 tribal majority panchayats in thalavadi block. So there is a good opportunity for Tribal tourism in this block. There is only one active resort in Thalavadi block, so there is opportunity for resort enterprise in this block



ANTHIYUR CATTLE MARKET

Every weekend there is a cattle market in Anthiyur, erode district, which is one of the biggest cattle market in India.

From horse to native breed cow, one can find every fine cattle from all over the tamilnadu in this market.

On an average of around 1000 cattle sold every week in this market, weekly turnover is about 1.5 crores.

As this place is filled with immense crowd, there is lot of opportunity for street vendors.

Anthiyur gurunadha swamy festival cattle fair is a 5 day cattle fair conducted every year in the month of august. This is the Biggest cattle fair in India.

This cattle fair is famous for horse and cow trading. Last year, around 22,000 cattle are showcased in this market.



16.0 QUALITATIVE SKILL GAPS

Lack of diversity in vocational skills

There are a few ITIs set up near industrial estates, but they do not receive many applications. These vocational education institutions offer courses in a limited number of trades, which is perceived as an important factor contributing towards low enrolment. Trades related to textiles and food processing, may be more conducive for the economic growth of the district given the industrial composition.

Government freebies, a disincentive to skill building

Government schemes that give away items to the people for free are diluting the incentive to work, particularly in rural areas. People are seen to sell these items and make enough money and do not seem interested in devoting a great deal of energy towards building skills.

Incremental Human Resource Availability

The current work force is estimated to be 9.44 lakh, which is estimated to grow to 12.32 lakh by 2022. The incremental availability of human resources in 2012-17 is estimated to be 1.35 lakh and in 2017-22, the incremental availability is estimated to be 1.52 lakh.

17.0 COMMODITY PRIORITIZATION

Priority No.	Commodity	Area & Production	Irrigation Land % of Corp	Trend analysis of last 5 Years	Value addition
1	Paddy	1,59,047 MT from 34,335 HA	100%	Stable productivity for the past 5 year, as farmers on bhavani, noyal, cavery river belt cultivating every year despite of poor rainfall	Not required. It's a Food crop
2	Groundnut	28,596 MT from 16,881 HA	20%	Upward trend in productivity, as it requires less water. In this water scarcity situation farmers prefer this commodity over irrigated commodity	Required – oil, various food products
3	Maize	24,778 MT from 14559 HA	50%	Steady growth of 10% per year in productivity. Erode district consists of 40% forest area, Maize are cultivated on this region (hilly areas)	Can be required – Powder, cattle feed, dried cereals
4	Banana	3,93,888 MT from 12,550 HA	100%	Area of cultivation increased by 120% in last 5 years. i.e. From 5000 ha to 12000 ha. It's because increase in demand and reasonable price for the commodity in market.	Can be required – Banana fibre, leaves
5	Tapioca	1,77,743 MT from 34,335 HA	70%	Immense growth in productivity during last 5 years. People prefer this as alternate crop for turmeric during draught seasons	Can be required- Tapioca powder, cattle feed
6	Turmeric	42,249 MT from 8,912 HA	100%	Downward trend in productivity, a people prefer short term and less irrigated crop. Still people are cultivating turmeric as traditional crop in our district	Required – powder, cosmetics, medicinal purposes

CONCLUSION

This study of the Erode district reveals that agriculture is playing an important role followed by industries. Since the existing industries are mostly of Agro-based industries, the down trend in one sector affects the performance of the other. Still the district has abundance opportunities for development of both these sectors.

There is a high scope for improving the activities in agriculture and horticulture sectors.

Textile industry is the oldest and one of the biggest industries in the district. However, at present this industry is facing a crisis. Power loom plays a major role among textiles in this district.

Tourism and recreational activities are important sectors which can be developed very well. It will provide employment opportunities and income to the people in this district.