



DISTRICT DIAGNOSTIC STUDY NAGAPATTINAM



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Glossory

SHG – Self Help Group

PLF – Panchayat Level Federation

VPRC – Village Poverty Reduction Committee

NABARD – National bank for Agriculture and Rural Development

DIC – District industries Centre

CBO – Community Based Organization

NGO – Non Governmental Organization

CLG –Common Livelihood Group

FPO – Farmer Producer Organization

NAMPCO – Nagapattinam Milk Producers Company Limited

NAPROC – Nagapattinam Agricultural Producer Company Limited

CCD – Centre for Collective Development

KVK- Krishi Vignan Kendra

FIG – Farmer Interest Group

TANUVAS – Tamil Nadu Animal University for Veterinary Animal Sciences

TER- Tail End Regulator

SIDCO – Small Industries Development Corporation

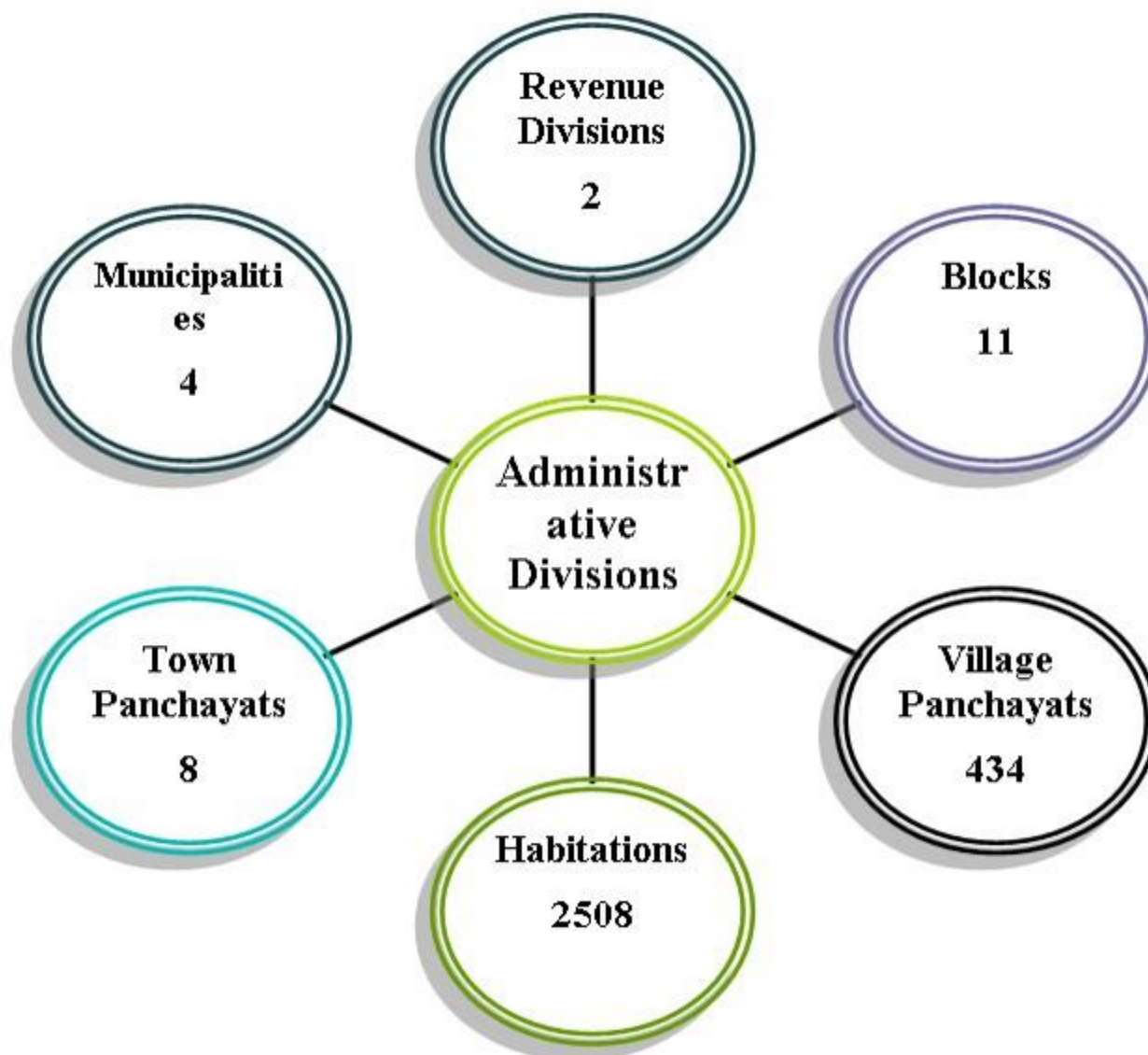


NADISIA – Nagapattinam District Small Industries Association
MRL – Madras Refineries Limited
MG – Meter Gauge
BG – Broad Gauge
SIFFS – South Indian Federation for Fisherman Societies
PDA – Peoples Development Association
RSETI – Rural Self Employment Training Institute
MSME – Micro Small and Medium Enterprises
KVIC – Khadi and Village Industries Commission
KVIB – Khadi and Village Industries Board
BR – Boiled Rice
RR – Raw Rice
FIG – Farmer Interest Group
FPG – Farmer Producer Group
PDS – Public Distribution System
P.Oil – Palm Oil
VUTRC – Veterinary University Training and Research Centre



1. Nagapattinam an introduction:

Nagapattinam District was carved out of erstwhile Thanjavur District on October 18, 1991. Subsequently it was bifurcated in 1997 as Nagapattinam and Tiruvarur Districts. It is a very small district with a total geographical area of 2715.83 Sq. Kms. This constitutes just 2.09 % of the area of the State. Nagapattinam, on the east coast of Tamil Nadu in India has occupied a very important place in the medieval and subsequent periods in the history of Tamil Nadu, and was well known in all South-East Asian Countries. The following are the administrative division of Nagapattinam District,



Tamil Nadu Rural Transformation Project (TNRTP) is an innovative project implemented in 26 districts of Tamilnadu to promote rural enterprises access to finance and generate employment opportunities. The rural enterprise is promotion will done through building rural enterprise eco –systems , creating institutions for providing enterprise support services and enterprise business plan financing .

There are 11 blocks in Nagapattinam District and four blocks have been selected for the Implementation of TNRTP, namely 1. Sembanarkoil, 2. Sirkazhi, 3. Thalainayar, 4. Nagapattinam in 147 Village Panchayats diagram as follows,

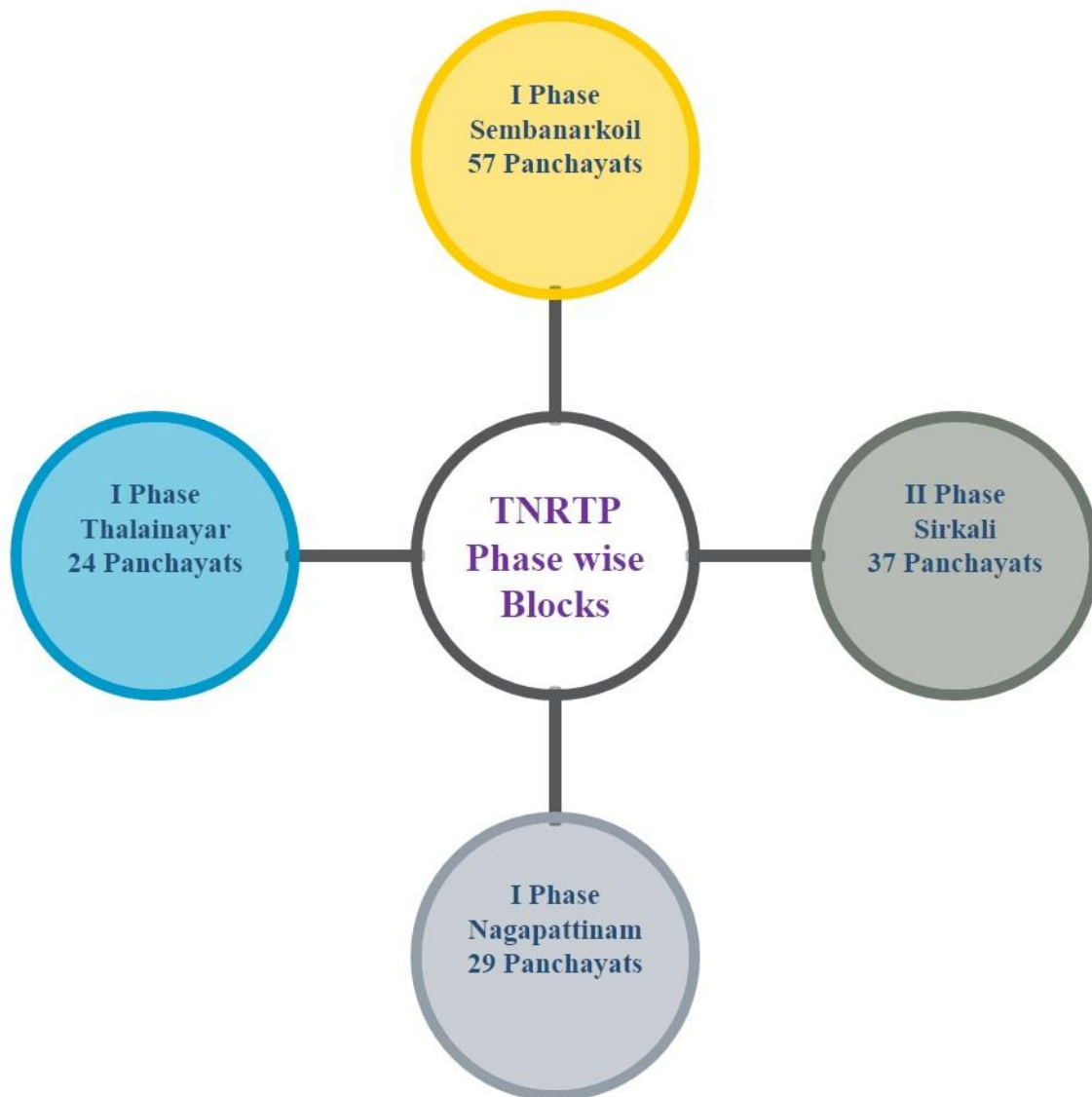


Table 1 : List of Village Panchayats in TNRTP Blocks of Nagapattinam District:

Sl No	Nagapattinam	Thalainayar	Sembanarkoil	Sirkali
1	Agalangan	Aymoor	Nadukarai	Agani
2	Agraorathur	Avarikadu	Akkur	Athiyur
3	Akkaraipettai	Katchanagaram	Alaveli	Athamangalam
4	Alangudi	Kallimedu	Annavasal	Edakudivadapathy
5	Azhiyur	Kadanthethi	Arasur	Kanniyakudy
6	Andhanapeetai	Kolappadu	Arupathy	Karkoil
7	Avarani	Kothangudi	Chandrapady	Karaimedu
8	Ivanallur	Kovilpathu	Echangudi	Kathiramangalam
9	Karuvelankadai	Manakkudi	Eduthukatti	Kathiruppu
10	Kuruchi	Naluvadapathy	Elaiyalur	Keelasattanathapuram
11	Mahadanam	Nathapallam	Eravancherry	Kaveripoompattinam
12	Manjakollai	Neermulai	Gudaloore	Kondal
13	Muttam	Pangal	Eluppur	Manigramam
14	Orathur	Panangadi	Kalahasthinathapuram	Mangaimadam
15	Palaiyur	Pannatheru	Kalamanallur	Maruthangudi
16	Pappakoil	Puthur	Kazhiyappanallur	Nangoore
17	Perunkadambanur	Sithaimoor	Kanjanagaram	Nemmeli
18	Poravacheri	Thamaraipulam	Karuvazhakarai	Neppathur
19	Pudhucherry	Thiruvidamaruthur	Kattucheri	Perumangalam
20	Sembiyanmahadevi	Thulasapuram	Keezhmathur	Perunthottam
21	Sangamangalam	Umbalacheri	Keelaperumpallam	Poompuhar


22	Sikkal	Vadugoor	Keelaiyur	Puduthurai
23	Themangalam	Vattakudi	Kidangal	Punganur
24	Therku poigainallur	Vellappallam	Kidarankondan	Radhanallur
25	Thethi		Killiyur	Sattanathapuram
26	Vadaku poigainallur		Kondathur	Sembathaniruppu
27	Vadagudi		Kothangudi	Semmangudi
28	Vadavur		Madapuram	Thirunagari
29	Vadugacheri		T Manalmedu	Thirupungoore
30			Mamakudi	Thiruvengadu
31			Manikapangu	Thennampattinam
32			Maruthampallam	Thillaividangan
33			Mathur	Thittai
34			Melaiyur	Thiruvali
35			Melaperumpallam	Valluvakudi
36			Memathur	Vanagiri
37			Mudikandanallur	Vilanthidasamuthiram
38			Mukkarumbur	
39			Nalladai	
40			Narasinganatham	
41			Natham	
42			Neduvasal	
43			Pagasalai	
44			Parasalur	
45			Pillaiperumanallur	
46			Semangalam	

47			Sembanarkoil	
48			Thalaiyudaiyavarkoilp athu	
49			Thillaiyady	
50			Thiruchampalli	
51			Thirukalachery	
52			Thirukkadaiyur	
53			Thirividaikazhi	
54			Thiruvilaiyattam	
55			Uthirangudi	
56			Vilagam	
57			Visalur	

2. District Diagnostic Study:

The District Diagnostic Study in Nagapattinam District was conducted to prioritize the commodities with focus on farm, nonfarm and service sectors and based on their potentiality in Nagapattinam District.

The study was conducted with collection of secondary data of Socio economic, geography, demographical and sector indicators and was validated with the officials of the line departments, entrepreneurs, practitioners, bankers and office bearers of farmer producer organizations and CBOs, traders, handloom weavers. Focus Group discussion with the community was held to validate the secondary data (Weavers, Dry fish vendors, Fish vendors and Cane Product producers).

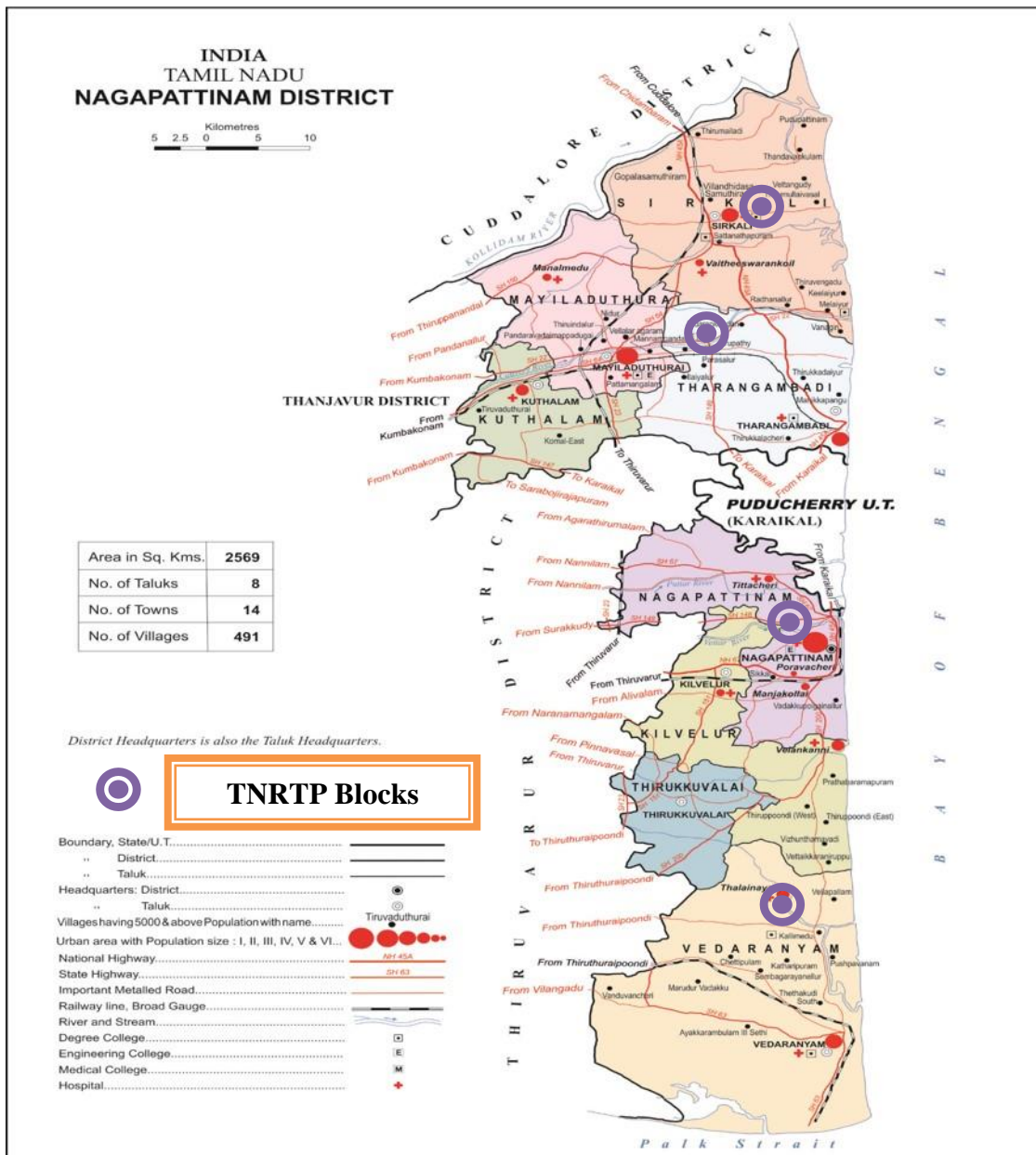


The study is also focused on land utility, market availability, Infrastructure, culture and people in the district. It also helps to understand the current scenario of existing industries, growth trends; the potential economic growth centers within the districts and perceived gaps in the existing ecosystem for promoting and nurturing sustainable enterprises.

The study goes to understand the factors contributing to rural economy through employment generation and promotion of viable enterprises thus resulting in increased the rural household income and growth of Rural Economy.



Map 1. Nagapattinam District



3.Socio Demographic Profile of the District

3.1 Population:

As per the Census India 2011, Nagapattinam district has 4,13,837 households, population of 16,16,450 of which 7,98,127 are males and 8,18,323 are females. The population of children between age 0-6 is 1,65,245 which is 10.22% of total population.

The sex-ratio of Nagapattinam district is around 1025 compared to 996 which is average of Tamil Nadu state. The total area of Nagapattinam is 2,569 sq.km with population density of 629 per sq.km.

Table 2: Population details of Nagapattinam District

Number of Households	4,13,837
Population	16,16,450
Male Population	7,98,127 (49.38%)
Female Population	8,18,323 (50.62%)
Children Population	1,65,245
Area	2,569 km ²
Population density/km ²	629
Sex-ratio	1025
Scheduled Tribes (ST) %	0.23%
Scheduled Caste (SC) %	31.54%

Source : Census 2011

The density of the population in the district is 629 persons per sq.km in 2011, as against 616 in 2001 which is due to the increased population.

Table 3. Nagapattinam Urban & Rural Population

Description	Urban	Rural
Area(sq.km)	187.76	2,381.24
Number of households	90,487	3,23,350
Total Population	3,64,624	12,51,826
Population (%)	22.55%	77.45%
Male Population	1,78,758	6,19,369
Female Population	1,85,866	6,32,457
Sex Ratio	1040	1021
Literacy (%)	79.87%	73.64%

Source: Census 2011

The urban population is 3, 64,624 constituting 22.55 % of the total Population, the remaining 77.45% ie. 12,51,826 is rural population. SC population is 509182, ST Population is 3718.

As Indicated in the tables on the census, report on the urban rural divided nearly 77 percent of the population live in rural areas and they have to depend on rural livelihoods. In this context the investments and intervention of TNRTP in the rural blocks will pave way for rural enterprise growth, employment generation leading to the enhancement of rural economy of Nagapattinam.

Decadal growth of the Population

Table 4. Decadal growth of population in Nagapattinam District and Tamil Nadu state

Name	Status	Population Census 2001-03-01	Population Census 2011-03-01
Nagapattinam	District	1,488,839	1,616,450
Tamil Nadu	State	62,405,679	72,147,030

Source: Census 2001 and 2011

The district population is 1,616,450 in 2011 as against 1,488,839 in 2001. The decadal growth rate of the population in the district is 8.57 percent.

3.2 Sex Ratio

Nagapattinam district sex ratio (2011) shows a positive sign invariably in all the blocks. The overall sex ratio of Nagapattinam district is 1025 females per 1000 males, which is higher than the State average of 995 in 2011.

Table 5: Sex Ratio during 2001 and 2011

S. N o	Block	General		Increase or	Child Sex ratio		Increase or	SC Sex Ratio		Increase or
		2001	2011		2001	2011		2001	2011	
1	Keelaiyur	1044	1025	-	985	946	-	101	103	1

			6	1			39	7	2	5
				8						
2	Kilvelur	1027	1028	1	996	959	-37	1031	1018	-13
3	Kollidam	1003	1033	30	949	946	-3	1002	1021	19
4	Kuthalam	1023	1033	10	955	977	22	1005	1005	0
5	Mayiladuthurai	1000	1024	24	974	977	3	992	1002	10
6	Nagapattinam	1014	1021	7	959	953	-6	1017	1030	13
7	Sembanarkoil	1030	1041	11	983	977	-6	1007	1044	37
8	Sirkali	994	1016	22	936	947	11	994	1000	6
9	Thalainayar	1009	1018	9	970	977	7	999	1026	27
10	Thirumargal	1021	1022	1	952	956	4	1003	1021	18
11	Vedaranyam	1020	1016	-4	951	932	-19	1022	1049	27
	Total	1014	1025	11	963	959	-4	1006	1020	14

Source: Census of India, 2001 and 2011.

The overall sex ratio of Nagapattinam district has registered 11 point increase

between the two census periods from 1014 to 1025. Of the total 11 blocks, three blocks show the declining trend of sex ratio, and all the other remaining eight blocks have registered an increasing trend over the decade. It is also noticed from the table. The Keelaiyur block witnessed the highest sex ratio of 1044, followed by Sembanarkoil block with a sex ratio of 1030 in 2001. According to the 2011 census, the Sembanarkoil stood at the top with the sex ratio of 1041 females per 1000 males followed by the Kollidam and Kuthalam block (1033). The Sirkali and Vedaranyam blocks recorded the lowest sex ratio (1016) in the district. Table 4.2 that the overall sex ratio of the SC population is 1020 in Nagapattinam district during 2011 and it increased by 1.39 percent over a period of ten years. Overall, in the district as well as in almost all the blocks the sex ratio is showing an increasing trend. It is possible that the male out-migration is higher in the district in search of employment.

3.3 Literacy

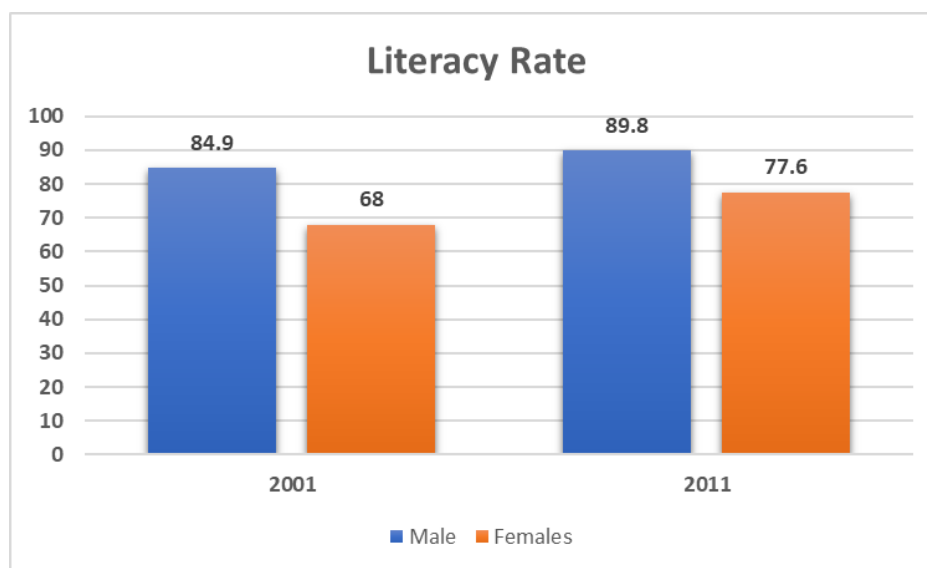
The literacy rate is calculated for the population aged 7 years and above. In 2011 census, 0-6 years population has been treated as illiterates even though they are able to read and write.

The literacy rate of the district was 83.6%, higher than the literacy level of the State 80.1%. The literacy rate for males was higher than the females. The male literacy was 89.8% as compared to 77.6% for females.

Table 6: Literacy Percentage in Nagapattinam District:

State/ District	Percentage of Literates					
	Persons		Male		Females	
	2001	2011	2001	2011	2001	2011
Tamilnadu	73.5	80.1	82.4	86.8	64.4	73.4
Nagapattinam	76.3	83.6	84.9	89.8	68	77.6

Figure 1. Literacy rate of Nagapattinam District



The rural and urban literacy in the district has recorded significant disparity. The rural literacy in 2011 for males was 82%, while the urban literacy was 89%. The disparity in literacy among the males and females in rural and urban areas has clear indication that there need to be much emphasis on women education in the rural areas of the district. The male-female literacy rate in rural-urban areas can be seen in the table given below.

Table 7: Rural and Urban Literacy Percentage in Nagapattinam District:

State/ District	Percentage of Literates							
	Rural				Urban			
	Male		Females		Male		Females	
	2001	2011	2001	2011	2001	2011	2001	2011
Tamilnadu	77.1	82	55.3	65	89	91.8	76	82.3
Nagapattinam	83.3	88.7	65.2	75.5	90.5	93.7	77.5	84.5

3.4 SC, ST Population

The decadal growth rate of SC population of Nagapattinam district is 15.42. In total, 0.51 million SC population were living in the district during 2011, against 0.44 million in 2001. A significant increase is noticed in the total SC population in the district between the two censuses.

The proportion is very high in the blocks of Kilvelur (52.81), and Thirumarugal

(39.95). Due to high concentration of SC population and the less proportion of fertile lands in their possession, it stands as an impediment for their development. The percentage of SC population is relatively very low Vedaranyam (20.13), and Nagapattinam (21.55). It is observed that the SC populations still follow the native practice in living with their community members. Communal tensions have flared up in the past in the district and the district has seen the community living in closed neighborhoods to combine their resources and strength.

The total ST population in Nagapattinam district is 3420 in 2001 and 3756 in 2011. The decadal growth rate of the district is 9.82. The proportion of ST population is less than one per cent in the district. A similar trend could be seen in all the blocks of the district.

Table 8. Population and Demographic Transitions during 2001 and 2011

S. No	Block/District	Population		SC Population	
		2001	2011	2001	2011
1	Keelaiyur	77,009	87,185	31.77	34.31
2	Kilvelur	75,461	78,933	49.20	52.81
3	Kollidam	1,25,367	1,37,871	35.78	37.83
4	Kuthalam	1,40,680	1,53,446	30.27	31.53
5	Mayiladuthurai	2,42,625	2,59,634	27.24	29.29
6	Nagapattinam	1,69,522	1,86,018	19.91	21.55

7	Sembanarkoil	1,80,425	1,94,574	29.16	30.94
8	Sirkali	1,56,526	1,73,208	32.93	34.94
9	Thalainayar	67,665	73,978	34.61	36.54
10	Thirumarugal	90,923	96,389	37.24	39.95
11	Vedaranyam	1,62,636	1,75,214	19.02	20.13
	District	14,88,839	16,16,450	29.64	31.54

Source: Census of India 2001 and 2011.

3.5 Occupational Profile

Table reveals block-wise size of workforce and work participation rate of Nagapattinam district during the period of 2001 and 2011. It is observed that the population has increased from 14.88 lakh to 16.16 lakh in the district, but there is no substantial increase in the workers' participation. The total workers of the district increased from 586 thousands to 671 thousands between the year 2001 and 2011. The decadal growth rate of total workers is 14.53 in the district. The main workers of the district has steadily increased from 4,68,754 (2001) to 4,86,328 (2011). The computed growth rate of the district is 3.75. A similar trend could be seen in all blocks of the district.

Table 9: Total Workers and Non-Workers during 2001 and 2011

S. No	Block / District	Total workers		Main Workers		Marginal Workers		Non Worker		Total Population	
		2001	2011	2001	2011	2001	2011	2001	2011	2001	2011
1	Keelaiyur	33056	40201	28150	25359	4906	14842	43953	46984	77009	87185
2	Kivelur	34364	37082	31149	29688	3215	7394	41097	41851	75461	78933
3	Kollidam	49212	58269	35482	39802	13730	18467	76155	79602	125367	137871
4	Kuthalam	55422	61776	44671	51792	10751	9984	85258	91670	140680	153446
5	Mayiladuthurai	89864	103089	78604	76229	11260	26860	152761	156545	242625	259634
6	Nagapattinam	58298	67874	51260	55664	7038	12210	111224	118144	169522	186018
7	Sembanarkoil	69031	81381	55810	60408	13221	20973	111394	113193	180425	194574
8	Sirkali	59858	70129	48517	49871	11341	20258	96668	103079	156526	173208
9	Thalainayar	32390	41902	21938	32120	10452	9782	35275	54487	67665	96389
10	Thirumarugal	37650	36006	26486	19058	11164	16948	53273	37972	90923	73978
11	Vedaranyam	67589	74285	46687	46337	20902	27948	95047	100929	162636	175214
	District	586734	671994	468754	486328	117980	185666	902105	944456	1488839	1616450

Source: Census of India 2001 and 2011.

Further, due to good communication and road facilities, workers have better opportunities and migrate to nearby places. It is witnessed in the district that most of the workforce had two wheelers and mobile phones.

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. A majority of the community based organizations in Nagapattinam district focus on poverty reduction and development and a few organizations recently emerged like Farmers Producer Organizations (FPOs), commodity groups are functioning with the focus on enterprise development.

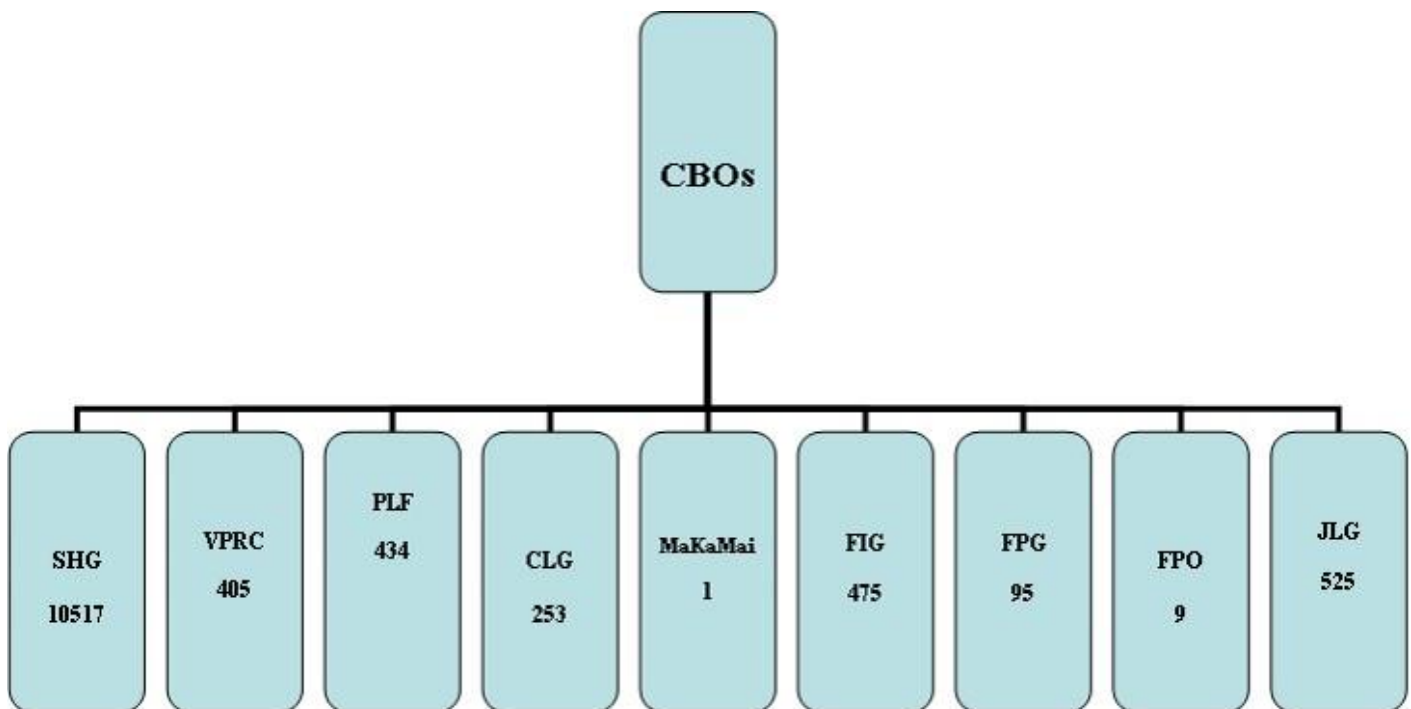


Table 10 : Block wise SHG details

Sl. No	Name of the Block	No. of SHG	No. of Members	No. of Special SHG	No. of PLF	No. of VPRC
1	Keelaiyur	616	8316	57	27	22
2	Kilvelur	972	13122	81	38	38
3	Kollidam	694	9369	42	42	37
4	Kuthalam	1462	19737	178	51	51
5	Mayiladuthurai	1597	21560	137	54	54
6	Nagapattinam	472	6372	36	29	26
7	Sembanarkoil	1274	17200	115	57	52
8	Sirkali	843	11381	51	37	33
9	Thalainayar	499	6737	44	24	21
10	Thirumarugal	980	13230	108	39	39
11	Vedaranyam	1108	14958	87	36	32
Total		10517	141982	936	434	405

3.7 Farmer Producer Organisations (FPOs)

There are FPOs promoted by AgriDept, NABARD and Resource Institutions like CCD, NAPROC, and NAMPCO etc. The FPOs are very nascent in nature with membership of 200 to 1000 members. These nascent FPOs have to be assessed further. They have been involved in seed production, Most of the FPOs are working on paddy, Black Gram and mango pulp and few of them have installed Value added Units. Other than these the FPOs have been formed out FIGs by the department of agriculture.

Table 11. List of Farmer Producer Organisations (FPOs) in the Nagapattinam District

S. No	FPO Name	Legal Form of FPO (Cooperative Society/Registered Company)	FPO Address	Product
1	Nagai organic farmer producer company Ltd	Producers Company	Kallar nagar, Tirupoondi east, kameswaram, Kizhaiyur T.K, Nagapattinam	Mango pulp
2	Mayiladuturai Kamban Collective farming Producer Company	Producers Company	No. 9 Senthil Pipes Upstairs, Kacheery Road, Mayiladuthurai	Agriculture and animal husbandry services
3	Poompuhar Cauvery Delta Farmers Producer Company Limited	Producers Company	584.A Manthakarai, Near Tncsc, Main Road, Poompuhar Village, Poompuhar Post, Nagapattinam, Tamil Nadu-609105	Paddy
4	Veerachozhan Farmers Producer Company Ltd	Producers Company	No. 3/448, Thiruvarur Main Road, Mangainallur Bazaar Post, Kuttalam Taluk, Nagapattinam	Agriculture and animal husbandry services
5	Valanadu sustainable Agriculture producer Company Ltd	Producer Company	666, Tennangudi main road, kovilpathu PO, Sikali	Agriculture related support services (Traditional paddy)
6	Vedham Cashew Producer Company Limited	Producers Company	PandarathanKadu, Pushpavanam, Vedaranyam Taluk,	Cashew

			Nagapattinam, Tamil Nadu-614809	
7	Cauvery Farmers Producer Company Ltd	Producers Company	No.1A/1, Thiruvarur Road, Kilvelur, 611104 Nagapattinam District, Tamilnadu	Paddy
8	Cauvery sangamam Farmers Producers Company Ltd	Producers company	No. 744 Main Road, Nilapady athipuliyar Post, Kilvelur Tk, Nagapattinam District	Agriculture and allied activities
9	Akshya Cashew Producer Company Limited	Producers Company	No 300, Kasim Nagar, Putur, Sirkali Taluk, Nagapattinam, Tamil Nadu 608109	Cashew

Table 12 . Farmer Interest Groups Formed by Department of Agriculture

FARMER INTREST GROUP/FARMER PRODUCER GROUP							
Sl. No	Block	2017-18		2018-19		2019-20	
		No. of FPG	No. of FIGs formed	No. of FPG	No. of FIGs formed	No. of FPG	No. of FIGs formed
1	Kilvelur	2	10	2	10	3	15
2	Keelaiyur	2	10	3	15	3	15
3	Kollidam	2	10	3	15	4	20
4	Kuthalam	2	10	3	15	3	15
5	Mayiladuthurai	2	10	5	25	3	15
6	Nagapattinam	2	10	3	15	3	15
7	Sembanarkoil	2	10	4	20	3	15
8	Sirkazhi	2	10	2	10	4	20
9	Thalainayar	3	15	3	15	3	15
10	Thirumarugal	2	10	5	25	4	20
11	Vedaranyam	2	10	3	15	3	15
	Total	23	115	36	180	36	180

Source: Department of Agriculture, Nagapattinam

There is a scope to support the rural poor through the above FIGs and FPGs formed by the agriculture department.

4 Geographical Features:

4.1 Topography

The district shares borders with Thanjavur district, Tiruvarur district, Cuddalore district and Karaikal district of the union territory Puducherry. This district lies south of Cuddalore district and another part of the Nagapattinam district lies to the south of Karaikkal and Tiruvarur districts. Nagapattinam lies between Northern Latitude 10.7906 degrees and 79.8428 degrees Eastern longitude.

Temperature, in the district, varies between 24.6 Degree C to 32.0 Degree C. The normal rainfall in this district is 1367.4 mm against the state average of 974.6 mm. This high rainfall supplements the Cauvery water for the high water requirements of paddy, which is the main crop of this district. Sandy Coastal Alluvium is the predominant soil type. Cauvery & Vennar are the main rivers flowing in this district.

Table 13. Topographical Details of Nagapattinam District.

North Latitude	Between 10° 10´ and 11° 20´
East Latitude	Between 79° 15´ and 79° 50´
Area (In Square Kilometers)	2715.83
Population	16,16,450
Density	629
Mean Sea Level	9 Mtrs Up

Source: District Profile, Nagapattinam

4.2 Land Utilization Pattern of the District

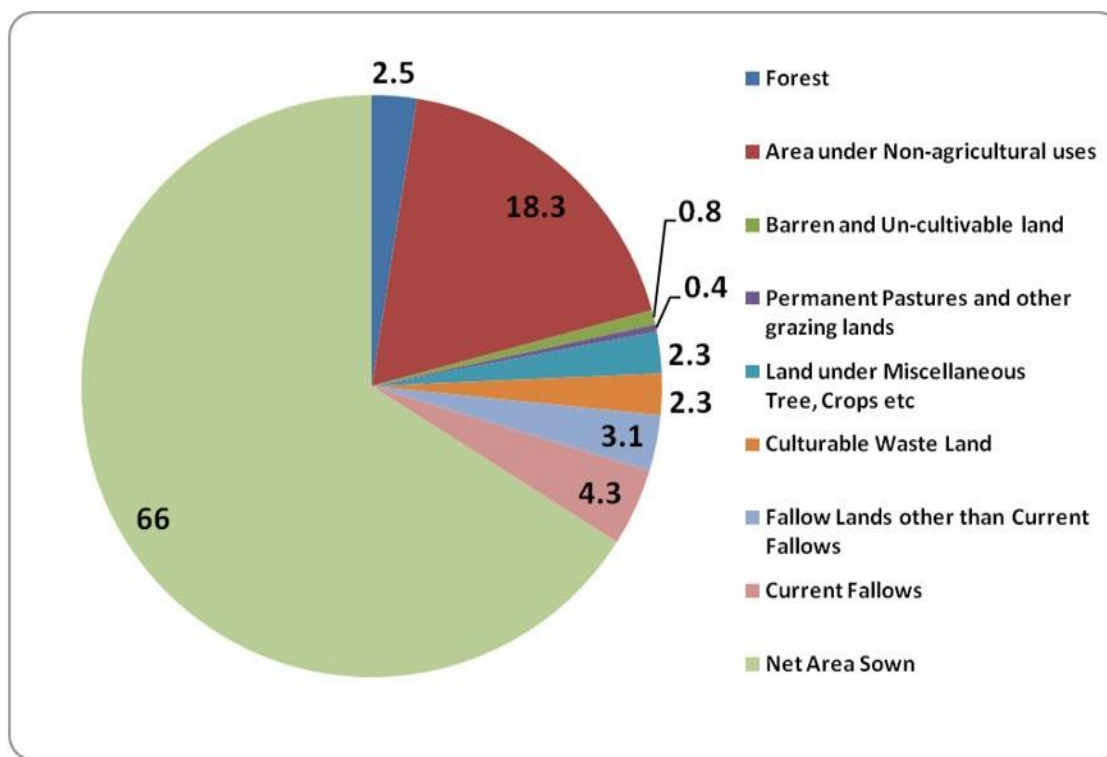
The total area of the district is 241692.9 hectares (rural-222916.9 hectares and urban-18776 hectares). Total irrigated and unirrigated land areas are 117238.5 hectares and 29894.2 hectares respectively. The following table shows the details of land and land use pattern of Nagapattinam district.

Table 14 : Land and land use pattern of Nagapattinam district.

Classification	Area (in Ha.)
Forest	5524.4
Area under Non-agricultural uses	40765.5
Barren and Un-cultivable land	1871.3
Permanent Pastures and other grazing lands	894.8
Land under Miscellaneous Tree, Crops etc	5082.9
Culturable Waste Land	5061
Fallow Lands other than Current Fallows	6891.3
Current Fallows	9693.5
Net Area Sown	147132.2
Total (Rural)	222916.9
Net Irrigated land area sown	117238.5
Net Un-irrigated land area sown	29894.2

Source: District census handbook (2011)

Figure 2. Land Utilisation Pattern (%) of Nagapattinam District



4.3 Climate and Rainfall

The average maximum temperature of the district as a whole is about 32.0°C and the average minimum temperature is 24.6°C. Dust storms, whirl winds and dusty winds blow from various quarters towards the end of May. The Southwest winds sets in during April, it is the strongest in June and continues till September.

Northeast monsoon starts during the month of October and blow till January. Cyclonic storm with varying wind velocity affects once in 3 or 4 years during the months of November December. The storms affect the plantation crop. During Southwest monsoon the air is calm and undisturbed. The Northeast monsoon which starts in October and ends in December contributes about 60% of the total annual rainfall.

The southwest monsoon rains occur from June to September. The average normal and actual rainfall is 265.2 and 337.54 mm respectively during south west monsoon while it is 751.1 mm and 1179.94 mm respectively during north east monsoon during 2017.

Table 15. Monsoon Rainfall of Nagapattinam District for the year 2017

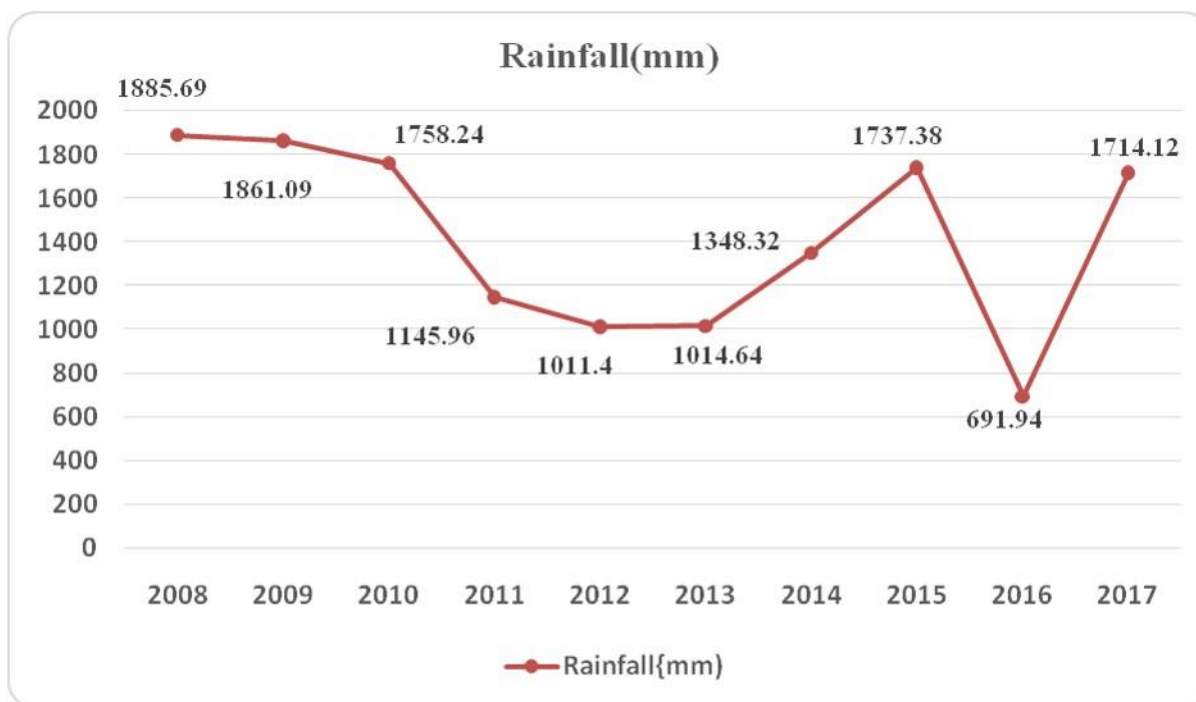
South West Monsoon		North East Monsoon	
Normal	Actual(2017)	Normal	Actual(2017)
265.2 mm	337.54 mm	751.1 mm	1179.94 mm

Table 16. District Rain fall report for the past 10 years (mm)

2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1885.7	1861.1	1758.2	1146	1011.4	1014.6	1348.3	1737.4	691.94	1714.1

Source: District Profile, Nagapattinam

Figure 3. Nagapattinam District Rainfall for past 10 years



Source: District Profile, Nagapattinam

The Above diagram is indicating increasing trend of rainfall and it is related to the production also increased in Black gram, Green gram and Groundnut, which is the predominant crop in the district.

4.4 Soil

Sandy coastal alluvium and black soil types cover 88.71% and 6.58% respectively in this district. The other soils in the district comprise 4.71%. The soil of the district is mostly alluvial but varies greatly in quality. The rich soil is found in the north and the south of the railway line between Mayiladuthurai and Thiruthuraippundi. The saline soil is found in the Tirutturaippundi and Nagapattinam taluks where the drainage is very defective. The alluvial, regar and arenaceous are the main categories of soil found in Nagapattinam district. The quality of soil varies from one region to another. The best

alluvial soil is found in the western part of the district and the poor quality has been found at least. Saline mixed soil is found at Nagapattinam, Kilvelur and Vedaranyam taluks, especially in coastal areas.

4.5 Water resources

The district is situated in the deltaic region of the famous river Cauvery and crisscrossed by network of irrigation canals. Kollidam River forms the Northern boundary of the district, whereas Arasalar, Thirumalairajan, Vettar and Vennar rivers drain the other parts of it. All these are tributaries and branches of the river Cauvery. Canals serve nearly 80 percent of the total net area irrigated and only the river Cauvery feeds these canals. The Cauvery delta system is the most ancient of all irrigation schemes in the undivided Thanjavur. This comprises mainly of three important projects. They are the famous Grand Anicut, the Upper Anicut and the Cauvery Vennar Regulator Project. Tank sand wells are rarely used for irrigation in the district.

The gross area irrigated by canals and other sources is 1,13,374 ha and 21,405 ha respectively. The gross area irrigated by the tanks and the wells are 40 ha and 50 ha respectively. Therefore canal irrigation constituting 84.07% of the total irrigated area remains the predominant source of irrigation. On an average about 58.20% of the total cropped area is irrigated. Mayiladuthurai block achieves about 74% irrigation at the maximum and Vedaranniyam achieves 17.85% at the minimum. Some blocks achieve irrigation at about 60%.

Cauvery Sub Basin

- 22 Rivers & 2 system tanks
- Length – 481.35 km
- Ayacut – 96,312 hectares

Vennar Sub Basin

- 10 rivers & 3 non- system tanks

- Length – 149.72 km
- Ayacut – 33,309 hectares

Source: District Profile, Nagapattinam

Figure 4: Land irrigated & Un irrigated details

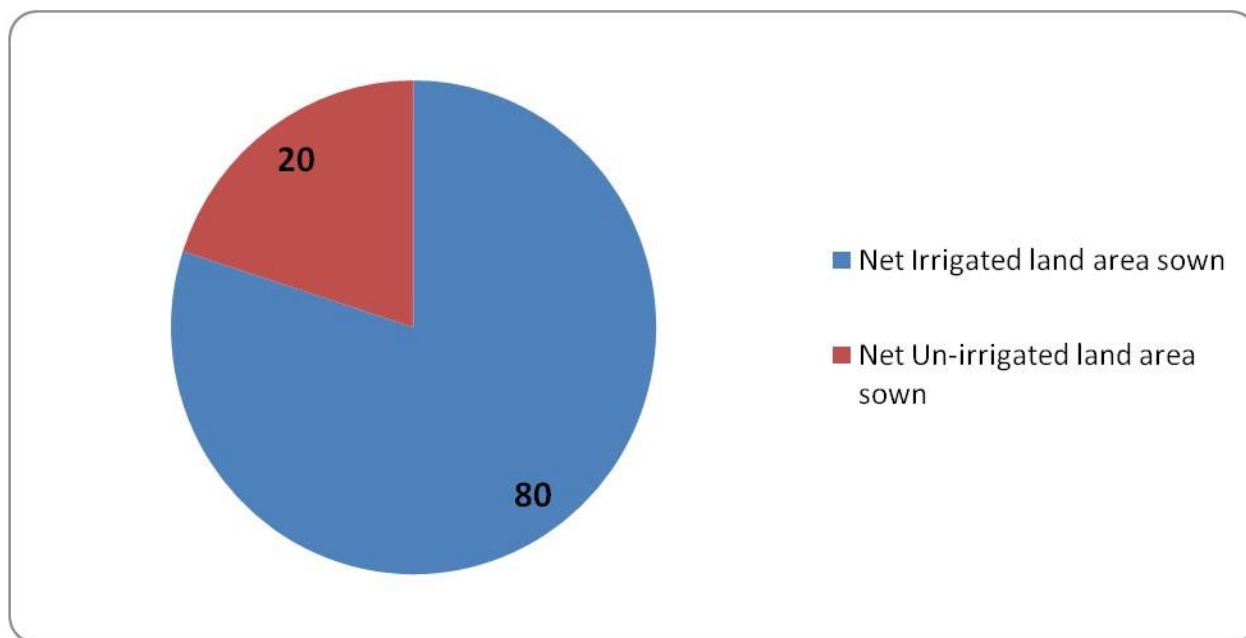


Table 17. Reservoirs details in Nagapattinam District

Sl. No	TER Name	Block	Ayacu t Area (Ha.)	Irrigation Channel Length (Kms)	Drainage Length (Kms.)
1	South Rajan	Kollidam	489	31.55	11.4
2	Pudumaniyar	Kollidam	1377	53.57	10.7
3	Cauvery	Kollidam	3243	201	32
4	Manjalar	Sembanarkovil	619	93.41	9.9

5	Mahimalaiyar	Sembanarkovil	1344	83.95	12
6	Veeracholanar	Sembanarkovil	391	51.55	10.4
7	Vettar	Sembanarkovil	1830	111.92	72.24
8	Odambogiyar	Sembanarkovil	202	20.45	6.55
9	Kaduvaiyar	Nagapattinam	4194	154.08	17.28
10	Panadavayar	Nagapattinam	475	19.1	20.5
11	Vellaiyar	Nagapattinam	3731	231.8	28.2
12	Harichandra	Nagapattinam	3935	134.02	19.28
13	Adappar	Nagapattinam	2355	90.31	64.8
14	Mulliyar	Nagapattinam	1324	47.5	30.5

Source: Coastal water Body study by NCRC, BEDROC.

5 Status of Groundwater

The entire district covered by semi-consolidated formations consisting of sand, silt and clays (Plate-II). Ground water occurs under water table, semi-confined and confined conditions. The important aquifer systems in the district are) Lower Miocene deeper aquifers and ii) Pliocene – Quaternary shallow aquifers.

Table 18: Block wise Groundwater Scenario in Nagapattinam District

Sl. No	Name of the Block	Categorization (OE/Critical/Semicritical /Safe)
1	Keelaiyur	Saline
2	Kivelur	Saline
3	Kuthalam	Over-exploited
4	Mayiladuthurai	Over-exploited, Safe in Manalmedu
5	Nagapattinam	Saline

6	Sembanarkoil	Over-exploited, Saline in Thillaiyadi
7	Sirkali	Over-exploited
8	Thalainayiru	Saline
9	Thirumarugal	Saline
10	Vedaranyam	Saline
11	Kollidam	Over-exploited

6 District Infrastructure

6.1 Electricity

At present only a small quantity of electricity is generated in the District. The district at present is fully dependent upon the supply from the power grid in the State. The demand for electricity is growing @ 10% p.a. whereas the supply is either stagnant or shows a marginal growth.

6.2 Factory accommodation

The only Industrial Estate existing in this District is the one at Nagapattinam developed by SIDCO. There are 10 sheds in this Estate. Units manufacturing steel trunks, pencils and wire nails and FRP boat are situated in this estate. Another 16 acres of land is available for industrial purpose. Another 2000 acres of land identified for setting up a growth centre at Panangudi for which the State Government had given provisional sanction but it has not yet taken off. The proposed growth Centre will include a big industrial complex with all infrastructures such as power, water, road etc. It is meant for ancillary and downstream industries based on MRL's product as well as its requirements.

6.3 Railways

The District headquarter Nagapattinam is well connected with Tiruvarur, Thiruthuraiipoondi and Chennai by meter gauge to the tune of 40 Kms.

6.4 Roads

Almost all the villages are connected by road either surfaced/unsurfaced. If road is said to be sine qua non for industrial development then Nagapattinam District stands in good stead. 358.80 Km major district roads and 87.285 KMs of other District roads are existing in the District. For every 1000 population, the length of road is just above 1 Km as against 2.2 Km. per 1000 population in the state.

Table 19. Nagapattinam District Road Details

Roads	Total Nos	Length(in km)
National Highways (NH45A & 67)	2	71
State Highways	12	241.582
Major District Roads	31	336.817
Other District Roads	177	690.235
Total length	222	1339.634

Source: District Profile, Nagapattinam

6.5 Sea Port

Though there is a seaport at Nagapattinam it has not been constituted to its full potential and it is looking in utter neglect. Because of this most of the goods and services are brought to Chennai Port by Road and then sent by ship. This causes heavy burden

on the economy and also on consumers. In view of its strategic location and to improve the economic activity in the District, there is a strong and urgent need for improving the present port and to bring back its lost glory. The following villages are benefitting through this fishing harbor for fish export, fish vending, Dry fish etc.

1. Nambiyarnagar
2. Akkaraipettai
3. Keechankuppam
4. Ariyanattu street
5. Seruthoor
6. Kameshvaram
7. Vizhunthamavadi
8. Vellapallam
9. Nagore
10. T.R.pattinam
11. Samanthanpettai

6.6 Post & Telegraph

The District possess 326-post Offices serving the people with 1 H.P.O and 35 S.P.Os and rest are all extra department Post Offices. A post Office in the District serves 25511 people as against 4650 per Post Office in the State.

6.7 Banking and Financial Institutions

There are 113 bank branches spread throughout the length and breadth of the district of which 71 branches are functioning in rural areas as against 42 branches in the semi urban areas. The total deposits and advances in the district as on 31.3.98 stood at Rs.39.39 lakhs and Rs.28.43 lakhs respectively.

The Indian Overseas Bank is the lead bank of india, Nagapattinam and it is serviced to major rural areas and giving marvelous support.

Social infrastructure includes banking and other financial facilities. Table. shows the cooperatives present in the district. In total, there are 163 cooperative institutions functioning in the district and offering critical inputs to the targeted households. A significant proportion of the financial institutions are functioning in the rural areas. Accordingly, the number of members also could be seen. The effects of investments made on infrastructure needs to be assessed in terms of how the additional infrastructure changes the lives of people in any given area and what changes would make it more effective and useful. The gender and class dimensions of the linkage effects also need to be examined not just in terms of direct effects but also in terms of the secondary employment and opportunities created by such infrastructure building for example shops and new services that emerge with the construction of a new road etc.

Table 20: Block wise Cooperatives and commercial Banks in Nagapattinam District

S. No	Block / District	No. of Cooperatives	No. of Members	Commercial Bank
1	Keelaiyur	6	30,177	4
2	Kilvelur	8	27,754	4
3	Kollidam	14	32,828	4
4	Kuthalam	15	36,887	7
5	Mayiladuthurai	29	73,142	12
6	Nagapattinam	9	19,699	16
7	Sembanarkoil	16	41,706	11

8	Sirkali	17	54,687	4
9	Thalainayar	10	20,158	4
10	Thirumarugal	13	35,579	6
11	Vedaranyam	26	51,033	7
	District	163	4,23,650	79

Table depicts the number of cooperative and commercial banks functioning in the district. These institutions deliver services not only to the core business group and also offer services to the farmers and other disadvantaged population through the process of financial inclusion. In total, there are 163 cooperative institutions with 4,23,650 members. Among the blocks, there is no proportional relationship between number of institutions and number of members. It shows the business and agricultural activities of the block. Besides, there are 79 commercial banks functioning in the district. These banks are inclusive of both public sector and private banks. In the case of commercial banks, the concentration is high in Nagapattinam (16) and Mayiladuthurai (12).

6.8 Training facilities

There are Government I.T.I and a Polytechnic are functioning at Nagapattinam, Mayiladuthurai and Sirkazhi. The following are the details of the institutions,

Table 21: List of Training institutes in Nagapattinam District

Sl. No.	Name of the Block	Name of the Institute
1	Sirkali	The Athipakkam Private Industrial Training Institute Sami Sannathi St,vathiswarankoil,sirkalli T.k
2	Mayiladuturai	Meikandar Private Industrial Training Institute 29, Mayuranathar West Street Mayiladuthurai
3	Kuthalam	Povunammal Ramakrishna Educational Trust Private Industrial Training Institute Mathirimam Galam Kuttalam 9262489890
4	Vedaranyam	Sri Ramachandra Private Industrial Training Institute Vedaranyam Agathian Palli Vedaranium 04369-250057
5	Kuthalam	Sri Andal Private Industrial Training Centre 13, South Street

		Thiruvizandur Tamil Nadu Nagapattinam
6	Mayiladuturai	Elumalaiyan Private Industrial Training Institute Moovaloor & Po Mayiladuthural Nagai Tamil Nadu Nagapattinam 04364-259919
7	Thalainayiru	Selva Private Industrial Training Institute 34, East Street, Thalainayaru Tamil Nadu Nagapattinam 04369-234422
8	Sembanarkoil	National Private Industrial Training Institute 9/13, Kumaran Mela Veethi, Poraiyar, Tranqubar (tk) Tamil Nadu Nagapattinam 04364- 289879
9	Thirumarugal	Sri Sreenivasar Private Industrial Training Institute, Thittacheri Road, Panankudi Thirumarugal (p.o) Tamil Nadu Nagapattinam 04365-256425
10	Mayiladuturai	Natesan Private Industrial Training Institute Mariyur Road, Chitharkadu Mayiladuthurai Tamil Nadu Nagapattinam 04364-259081
11	Kilvelur	Prime Private Industrial Training Institute Kilvelur Tamil Nadu Nagapattinam 04366-276540 velsivam2012@gmail.com

12	Sembanarkoil	N S Anbu Private Industrial Training Institute Main Road, Annappanpettai Thirukkadaiyur Po Nagai Tamil Nadu Nagapattinam 04364-287248
13	Kizhaiyur	Vostelpine Private Industrial Training Institute, Prathabhramapuram P 3-653c/2, Vendaranyan, Main Road, Prathabhramapuram Tamil Nadu Nagapattinam 04365-264008
14	Sirkali	Technodent Private Industrial Training Institute 6, E.v.r. Street, Sirkali Tamil Nadu Nagapattinam
15	Nagapattinam	Freudenberg Private Industrial Training Institute, Nagoore-azhiyoor Road, Sangamangalam Vill. & Post, Tamil Nadu Nagapattinam 04365-321991

16	Sirkali	Sri Saraswathi Private Industrial Training Institute Viswam Nagar, Arasur, Erukkur (po), Sirkali (taluk), . Nagai Tamil Nadu Nagapattinam 9943931842
17	Vedaranyam	Matha Private Industrial Training Institute Tamaraipuram Vedaranyam Tk Nagai Tamil Nadu Nagapattinam

18	Nagapattinam	Government Industrial Training Institute, Palpannaichery, Nagapattinam
19.		Government Industrial Training Institute, Ettukudi, Nagapattinam District.

6.9 Regulated Markets

There are 8 regulated markets in the Nagapattinam District as follows

1. Kuthalam
2. Mayiladiturai
3. Sembanarkoil
4. Sirkali
5. Nagapattinam
6. Thirupoondi
7. Keevalur
8. Vedharanyam

Table 22: Quantity of Products arrived in Regulated Market – Nagapattinam District

No. of Regulated Markets	Product	Quantity arrivals for the Year 2018-19 (M.T)	Receipts (Rs. In Lakhs) Product Wise	Quantity arrivals for the Year 2019-20 (M.T)	Receipts (Rs. In Lakhs) Product Wise
8	Paddy	20776.731	2887.77	6820.712	11.81
	Black Gram	170.576	80.33	14.925	0.1
	Green Gram	134.374	63.82	9.21	0.11
	Ground Nut	566.045	197.66	427.945	1.54
	Coconut	2310.36	1452.87	735.245	4.22
	Tobacco	529.249	94.41	197.889	0.35
	Cotton	11440.403	5589.02	16088.572	95.99
	Red Gram	0	0	0	0.1
	Gingelly	12.66	8.13	3.7	0.01
	Cashew nut	0	0	6.55	0
	Chilies	7.762	5.86	7.33	0.1
	S. Jaggery	0	0	0	0.03
	Total		35948.16	10379.87	24312.08

Tamilnadu Civil Supplies Corporation (TNCSC) has 21 modern Rice mills in Tamilnadu with a monthly hulling of capacity of 47000 Metric tons. Boiled rice is produced in 15 mills and Raw rice in 6 mills. In our District there are four MRM (Modern Rice Mills) running with hulling capacity of 348 MT/Day and 10788MT/Month.

6.10 Tamil Nadu Civil Supplies Corporation storage Points

I. Modern Rice Mill

S.NO	MRM	MT/DAY	MT/MONTH
1	Akkur	48	1488
2	Erukkur Unit - I	100	3100
3	Erukkur Unit - II	100	3100
4	Sitharkadu	100	3100



Erukkur Modern Rice Mill



II. Covered Godowns

Mayiladuthurai

a. Edamanal I

b. Edamanal II

c. Manikapangu

Nagapattinam

a. Port (G) Nagai

b. Kovilpathu

III. Cap Storages

Nagapattinam

a. Arunthavapulam

b. VDP

c. Sannamangalam

d. Thirupundi

e. Sattiyakudi

f. Kovilpathu

Mayiladuthurai

a. Vanathirajapuram

b. Erukkur

c. Kadalangudi

d. Gunathalapadi

e. Senthankudi

f. T. Manalmedu

g. Perunchery



Table 23: Total Procurement of produce in Regulated Markets

Sl. No	Regulated Market	Total Procurement upto March 2019 in MT	Percentage of Achievement
1	Kuthalam	4995.384	32
2	Mayiladuthurai	2449.197	19
3	Sembanarkoil	9335.484	75
4	Sirkali	9929.307	79
5	Vedaraniyam	3956.692	42
6	Nagapattinam	2231.87	30
7	Thirupoondi	1986.086	50
8	Keelvelur	1064.14	27
Total		35948.16	46

7. Farm Sector

7.1 Land Holding Pattern

More than 80 per cent of lands were with small farmers. According to the 8th Agricultural Census in the year 2005-06 of Nagapattinam district, the size and the land holdings of the district has been given below.

Table 24: Land holding details in Nagapattinam District

Size Class	No. of Operational Holding	Area Operated (Ha.)
Below 0.5	99759	25864.29
0.5-1.0	51091	36498.62
1.0-2.0	31733	44879.1
2.0-3.0	7763	18656.91

3.0-4.0	2777	9650.14
4.0-5.0	1256	5583.9
5.0-7.5	1003	5994.19
7.5-10.0	314	2683.93
10.0-20.0	180	2330.82
20.0+	42	1642.49
Total	195918	153784.39

Source : District Statistical Handbook, 2010-11

In the above table indicates most of the farmers are marginal and small and there is a scope to promote and support the rural farmers.

7.2 Irrigation

Irrigation through canals serve nearly 99% of the total area irrigated and only the river Cauvery feeds these canals. The Cauvery Delta system is the most ancient of all irrigation schemes in Nagapattinam district. This comprises mainly of three important projects. They are the famous Grand Anicut, the Upper Anicut and the Cauvery Vennar Regulator Project. Tanks and wells are rarely used for irrigation in the district.

Table 25: Area irrigated by different sources in Nagapattinam district during 2009-10

Source	Area (in Ha.)
Canals	116097.3
Wells/Tube wells	299.9
Tanks/lakes	14
Water falls	81
Other sources	746.3

Source : Village Records, Census 2011

The area irrigated by canals and other sources are 116097.3 hectares and 746.3 hectares respectively. Canal irrigation constituting 99% of the total irrigated area remains the predominant source of irrigation. On an average, about 80% of the net area sown are irrigated. Sembanarkoil block achieves maximum irrigation and Vedaranyam achieves the minimum. Table 26: Major sources of water supply for irrigation in this district

Irrigation Source	Number/Length
Canals	9/548
Tube wells/other wells	17214
Open wells	4018

7.3 Cropping Pattern

Agriculture is the major means of livelihood for the people of this district. Located in the delta of the Cauvery River and crisscrossed by rivers and canals, the area is known for paddy cultivation though a number of other crops are also grown here. The traditional cropping pattern of cultivation in the three districts of the Cauvery delta is Kuruvai (June-September) followed by Thaladi (October- January/February). In the single crop land/area, Samba paddy is grown from September to January. In addition, wherever groundwater is available, especially in Cauvery sub-basin, farmers grow sugarcane, banana, cotton, vegetables, and other dry crops. The intensity of cultivation is 171% compared to the intensity of 113% in the entire state of Tamil Nadu, and the intensity of irrigation is about 122% compared to the state average of 120%. Due to poor rainfall and non-availability of water from Mettur reservoir, the area under paddy in Cauvery delta is coming down. Among the three districts that are located in the Cauvery delta zone, Nagapattinam is the most affected by shortage of water. This is due to the fact that the water position in Mettur reservoir is frequently insufficient to allow enough outflow of water to reach the tail end of the delta.

However, when there is higher rainfall in the coastal areas due to cyclone/depression in the Bay of Bengal, many areas of Nagapattinam district get flooded and water logging takes place. In both situations, agriculture is affected.

7.3.1 Major Crops

Nagapattinam contributes a notable share of rice production in the State. The total production of paddy in this district was 7.63% of State paddy production in 2009-10.

Table 27. Area and production of principal crops in Nagapattinam district during 2009-10.

Crops	Area (in Ha.)	Production (in Tonnes)
Paddy	157855	432028
Maize	6	38
Total cereals	157861	432066
Green gram	29323	=
Black gram	51819 -	=
Total pulses	81142	22683
Total food grains	239003	=
Sugar cane	3958	288713
Cotton	317	657
Ground nut	2386	7209
Gingelly	683	180

Source: Statistical Handbook of Tamil Nadu, 2011

Table 28: Cultivation of Major Crops in Nagapattinam District

Sl no	Name of the Crop	2014-15	2015-16	2016-17	2017-18	2018-19
		Acht.	Acht.	Acht.	Acht.	Acht.
1	Paddy					
1	a) Kuruvai	28630	34957	36456	35226	37050
	b) Samba/ Thaladi	130616	128942	130101	129035	131484
	c) Kodai	1627	975	336	285	546
	Total	160873	164874	166893	164546	169080
2	Total Millets	18	60	6	12	29
3	Pulses					
	a) Black Gram	43220	43774	31267	40152	40237
	b) Green Gram	44526	43582	23326	32564	34248
	Total Pulses	87746	87356	54593	72716	74485
4	Oilseeds					
	a) Groundnut	1488	1691	1539	1750	1963
	b) Gingelly	610	377	400	136	760
	Total Oilseeds	2098	2068	1939	1886	2723
5	Cotton	2058	2005	2974	2343	3323
6	Sugarcane	2715	1856	1115	516	358
All Crops Total		255508	258219	227520	242019	249998

Source: Department of Agriculture, Nagapattinam

7.3.2 Other Crops

Other cereal crops of the district are cumbu (bulrush/spiked millet), ragi, maize, korra (foxtail millet) and varagu (kodo millet). The pulses grown in the district are red gram, green gram and black gram. Other food crops are condiments and species, sugar crops, fruits and vegetables. Among the non-food crops, cotton/fibre, edible oils crops (groundnuts, coconut and gingelly), non-edible oils crops (castor, though in very small area) are the important ones.

Table 29: Other crops in the District

Crops	Area (in Ha.)
Chillies	31.64
Turmeric	0.12
Tamarind	548.305
Mango	2822.42
Cashewnut	2092.135
Coconut	4041.47

Source: District Statistical Handbook, 2010-11

Figure 5: Major Crops Cultivated in Nagapattinam District (2009-10)

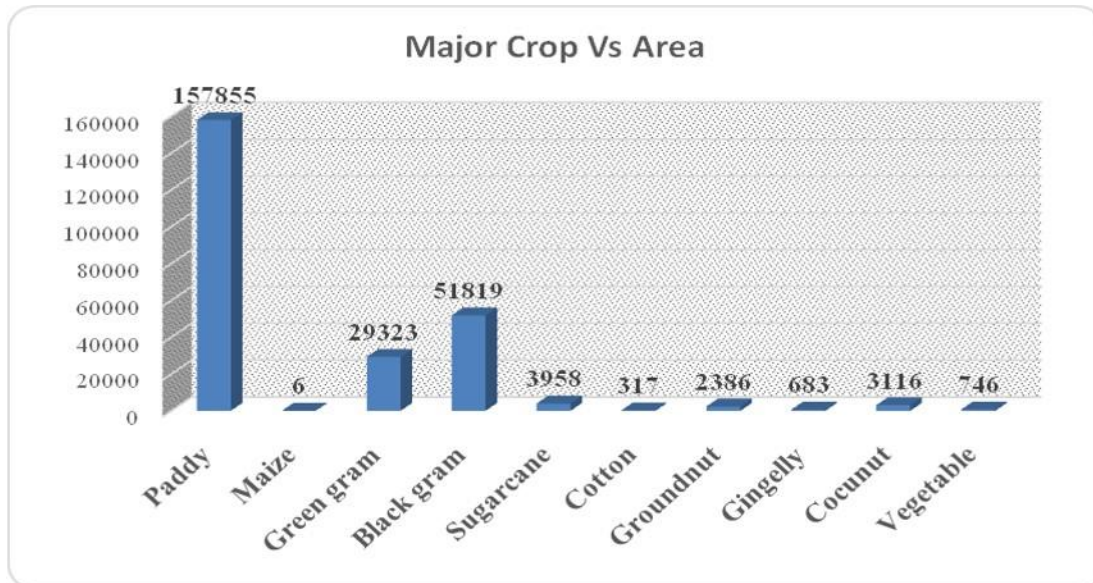
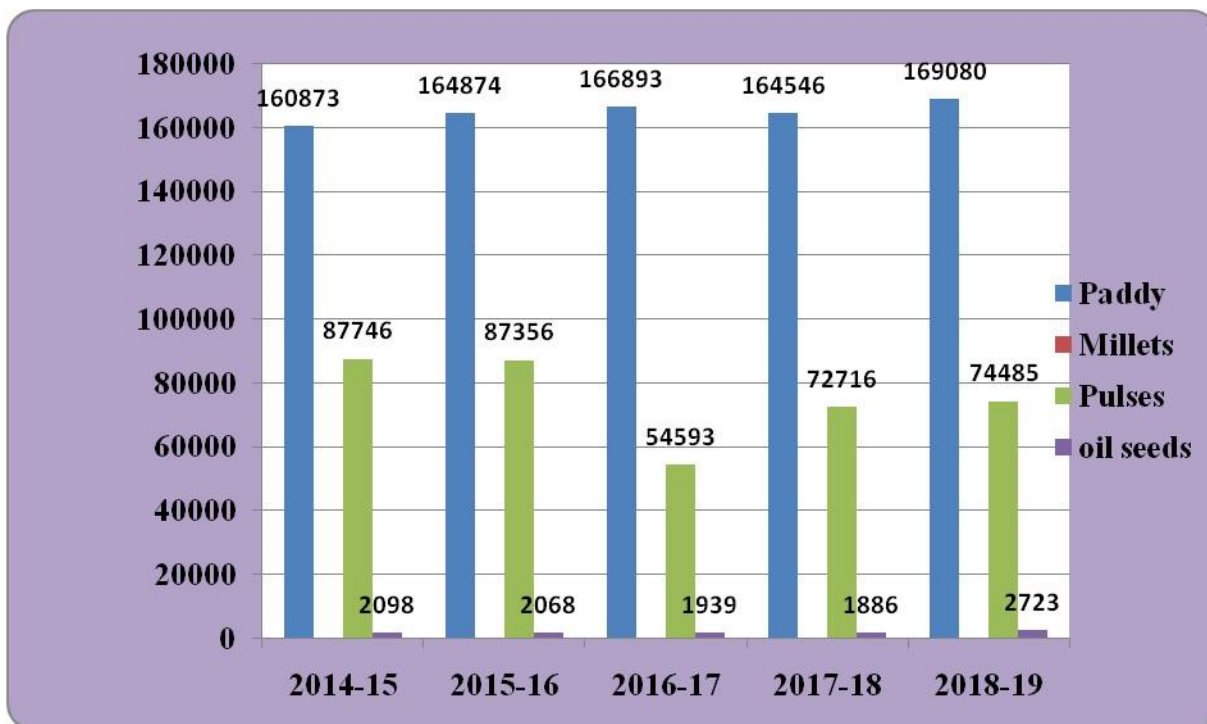


Figure 6: Major Crops Cultivated in Nagapattinam District (Year wise comparison)



7.3.3 Horticulture and Plantation Crops

Nagapattinam district is coming under Cauvery delta region and the total area under cultivation is 271583 ha. In that, Horticultural crops have been cultivated in about 17080 ha and the prominent crops under cultivation are Cashew, Mango, Banana, Guava, Tapioca, Chillies, Brinjal and other vegetables. To increase the production, productivity and income of farmers, various schemes are being implemented through Department of Horticulture and Plantation crops. To impart hi-tech production techniques among farmers various schemes like poly house construction, distribution of seedlings of high yielding varieties of fruit crops, vegetables and plantation crops are being done.

Table 30: Horticulture Crops in Nagapattinam District (2018-19)

S. No	Crops	Naga patti nam	Vedh arany am	Kilv elur	Thiru kuval ai	Mayilad uthurai	Kuth alam	Sir kali	Thara ngam badi	Total
Fruits										
1	Banana	26	37	8	4	68	52	82	258	535
2	Mango	128	1929	523	6	56	28	372	123	3165
3	Jack	0	1	0	0	1	1	2	2	7
4	Guava	1	6	0	1	0	0	1	2	11
5	Sapota	0	0	0	0	0	0	0	0	0
6	Pomegran te	0	1	0	0	0	0	0	0	1
7	Jamun	0	0	3	0	0	0	0	0	3
8	Amla	1	1	2	0	0	0	1	1	6
9	Lemon	2	14	8	1	5	1	6	12	49
10	Other Citrus	1	2	3	1	0	0	1	1	9

17	Cluster Beans	1	0	18	0	5	1	28	1	54
18	Other Vegetables	33	7	0	0	24	1	28	32	125
19	Drumstick	0	5	0	0	0	0	4	0	9
20	Watermelon	0	0	0	0	0	0	0	0	0
	Total	52.46	24.12	266.01	0	55	8	127	97	629.592

Plantation Crops

1	Cashewnut	9	856	202	0	0	0	650	21	1738
2	Tamarind	30	161	44	7	16	11	32	29	330
3	Coconut	173	2235	502	49	166	173	252	194	3744
4	Palmyrah	43	243	11	7	6	4	22	24	360
5	Oilpalm	0	0	0	0	0	0	0	0	0
6	Arecanut	0	0	0	0	0	0	0	0	0
7	Cocoa	0	0	0	0	0	0	0	0	0
	Total	255	3495	759	63	188	188	956	268	6172

Flowers

1	Jasmine	11	257	2	0	11	0	60	12	353
2	Rose	0	0	0	0	0	0	0	0	0
3	Mullai	0	0	0	0	0	0	0	0	0
4	Arali	0	0	0	0	0	0	0	0	0
5	Tuberose	0	0	0	0	0	0	1	0	1
	Total	11	257	2	0	11	0	61	12	354

Medicinal Plants										
1	Gloriosa	0	11.19	0	0	0	0	0	0	11.19
	Total	0	11.19	0	0	0	0	0	0	11.19
Others										
1	Bamboo	62	25	26	10	39	41	33	46	282
	Total	62	25	26	10	39	41	33	46	282
Grand Total		539. 46	5803. 31	160 0	86	423	319	16 42	822	11234. 78

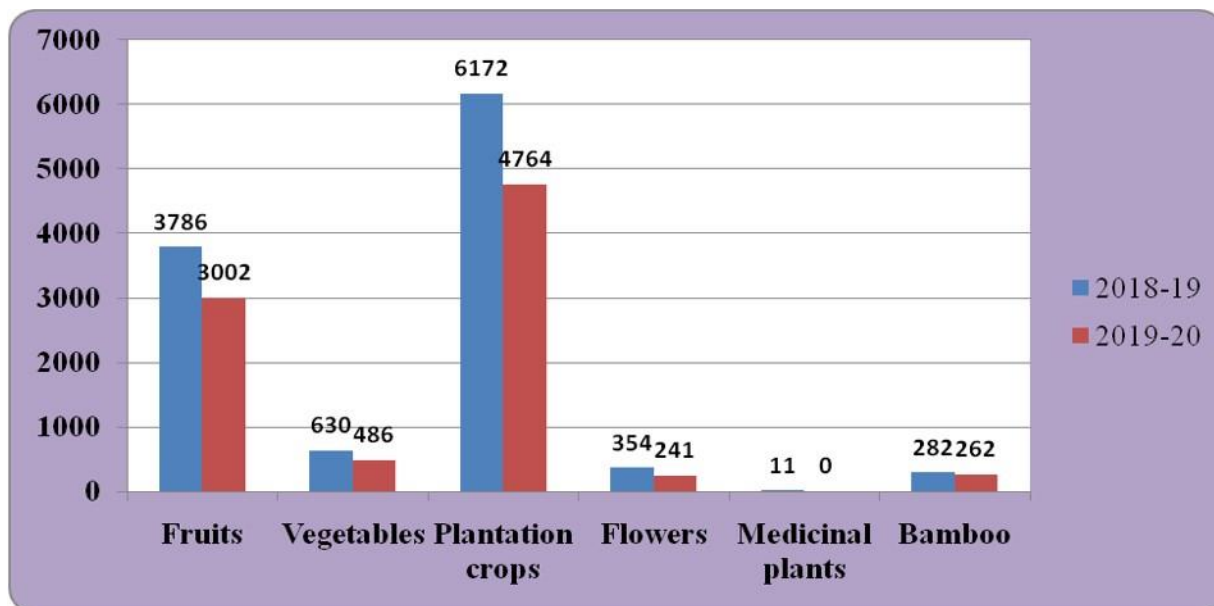
Table 31: Horticulture crops cultivated for the year 2018-19 and 2019-20

S.No	Crops	2018-19	2019-20
Fruits			
1	Banana	535	618
2	Mango	3165	2294
3	Jack	7	9
4	Guava	11	13
5	Sapota	0	2
6	Pomegrante	1	1
7	Jamun	3	4
8	Amla	6	8
9	Lemon	49	44
10	Other Citrus	9	9
11	Pear	0	0
12	Pineapple	0	0
	Total	3786	3002
Vegetables			

1	Chillies	17.62	0
2	Onion	0	0
3	Brinjal	130.977	109
4	Ladies Finger	90.015	0
5	Tapioca	72.04	26
6	Lab Lab	0	0
7	Pumpkin	0	0
8	Snakegourd	28.92	52
9	Ribbedgourd	10	0
10	Bottlegourd	0	4
11	Bittergourd	34	44
12	Ashgourd	0	0
13	Cucumber	18	43
14	Radish	0	0
15	Greens	40.02	60
16	Beans	0	0
17	Cluster Beans	54	37
18	Other Vegetables	125	105
19	Drumstick	9	6
20	Watermelon	0	0
	Total	629.592	486
Plantation Crops			
1	Cashewnut	1738	1380
2	Tamarind	330	0
3	Coconut	3744	3077
4	Palmyrah	360	302
5	Oilpalm	0	0

6	Arecanut	0	2
8	Cocoa	0	3
	Total	6172	4764
Flowers			
1	Jasmine	353	206
2	Rose	0	10
3	Mullai	0	25
4	Arali	0	0
5	Tuberose	1	0
	Total	354	241
Medicinal Plants			
1	Gloriosa	11.19	0
	Total	11.19	0
Others			
1	Bamboo	282	262
	Total	282	262
Grand Total		11234.782	8755

Figure 7: Major Horticulture Crops Cultivated in Nagapattinam District (Year wise comparison)



7.4 Block wise Major Crop Cultivation

Table 32: Season wise Area of Cultivation of Paddy – 2019 (Up to 22.11.2019)

Name of the Crop: Paddy				
Sl. no	Name of the Taluk	Kuruvai Area of Cultivation (In HA)	Samba Area of Cultivation (In HA)	Thaladi Area of Cultivation (In HA)
1	Nagapattinam	1381.96	15086.00	0.00
2	Kilvelur	6.00	14995.00	0.00
3	Vedaranyam	0.00	16149.00	0.00
4	Thirukkuvalai	0.00	10665.60	0.00
5	Mayiladuthurai	11303.00	3296.00	11298.00
6	Kuthalam	9611.00	1625.00	9460.00
7	Sirkali	7058.00	17488.00	6969.00

8	Tharangambadi	7899.00	7172.00	7793.00
Total		37258.96	86476.60	35520.00

Source: Department of Agriculture, Nagapattinam District

Table 33: Area of Cultivation of Sugarcane and Coconut – 2019 (Up to 22.11.2019)

Name of the Crop: Sugarcane and Coconut			
Sl. no	Name of the Taluk	Sugarcane	Coconut
		Area of Cultivation (In HA)	Area of Cultivation (In HA)
1	Nagapattinam	0.00	161.79
2	Kilvelur	0.00	522.14
3	Vedaranyam	0.00	1548.42
4	Thirukkuvalai	0.00	37.16
5	Mayiladuthurai	138.00	161.00
6	Kuthalam	142.00	164.00
7	Sirkali	42.00	230.00
8	Tharangambadi	37.00	222.00
Total		359.00	3046.51

Source: Department of Agriculture, Nagapattinam District

Table 34 : Area of Cultivation of Pulses – 2019 (Up to 22.11.2019)

Name of the Crop: Pulses			
Sl. no	Name of the Taluk	Blackgram	Greengram
		Area of Cultivation (In HA)	Area of Cultivation (In HA)
1	Nagapattinam	0.00	0.00
2	Kilvelur	0.00	0.00
3	Vedaranyam	0.00	0.00
4	Thirukkuvalai	0.00	0.00
5	Mayiladuthurai	2.40	0.00
6	Kuthalam	13.00	0.00
7	Sirkali	0.00	0.00
8	Tharangambadi	0.00	16.00
Total		15.40	16.00

Source: Department of Agriculture, Nagapattinam District

Table 35: Area of Cultivation of Millets – 2019 (Up to 22.11.2019)

Name of the Crop: Millets					
Sl. No	Name of the Taluk	Ragi	Cumbu	Maize	Cholam
		Area of Cultivation (In HA)	Area of Cultivation (In HA)	Area of Cultivation (In HA)	Area of Cultivation (In HA)
1	Nagapattinam	0.00	0.00	0.00	0.00
2	Kilvelur	0.00	0.00	0.00	0.00
3	Vedaranyam	0.00	0.00	0.00	0.00
4	Thirukkuvalai	0.00	0.00	0.00	0.00
5	Mayiladuthurai	0.00	0.00	3.50	0.00
6	Kuthalam	0.00	0.00	0.00	0.00
7	Sirkali	0.00	0.00	22.00	0.00
8	Tharangambadi	1.00	0.00	7.00	0.00
Total		1.00	0.00	32.50	0.00

Source: Department of Agriculture, Nagapattinam District

Table 36 : Area of Cultivation of Oil seeds– 2019 (Up to 22.11.2019)

Name of the Crop: Oil Seeds				
Sl. No	Name of the Taluk	Groundnut	Gingelly	Cotton
		Area of Cultivation (In HA)	Area of Cultivation (In HA)	Area of Cultivation (In HA)
1	Nagapattinam	0.00	0.00	2.98
2	Kilvelur	0.00	0.00	3.02

3	Vedaranyam	0.00	0.00	0.00
4	Thirukkuvalai	0.00	0.00	0.00
5	Mayiladuthurai	0.00	0.00	0.00
6	Kuthalam	0.00	5.00	52.00
7	Sirkali	0.00	0.00	2.00
8	Tharangambadi	59.00	5.00	3.00
Total		59.00	10.00	63.00

Source: Department of Agriculture, Nagapattinam District

8. Resource Institutions

The following are the resource institutions in Nagapattinam District and they are doing many more supports to the individual and group enterprises in the district.

Table 37 : List of Resource Institutions in Nagapattinam District

Sl. No	Name of the Institution	Type of services
1.	Krishi Vigyan Kendra, Sikkil	Farm based Training Programmes and advices.
2.	TANUVAS, Nagapattinam	Livestock related trainings and advices
3.	Dr. J. Jayalalitha Fisheries University, Panangudi	Fisheries and allied activities training programmes
4.	Dr. MGR Fisheries University, Thalainayar	Fisheries and allied activities training programmes

5.	RSETI, Nagapattinam	Entrepreneur Development Training, Finance Management Training and Business Plan.
6.	DIC, Nagapattinam	Entrepreneur Development Training, Finance Management Training, Business Plan and subsidy arrangement
7.	Anna University, Thirukkuvalai.	Skill training
8.	Central University, Thiruvarur	Livelihood research
9.	SIFFS, Tharangambadi	Fisheries and allied activities training programmes
10.	PDA, Velankanni	Skill training programmes
11.	NADISIA, Nagapattinam	Entrepreneur Development Training
12.	SIDCO, Nagapattinam	Entrepreneur Development Training
13.	Rajiv Gandhi Centre for Aquaculture, Sirkazhi	Training on aquaculture and pisciculture
14.	Veterinary University training and Research centre, Nagapattinam	Training and demonstration on Livestock
15.	Centre for knowledge information system (CIKS), Sirkali	Sustainable agriculture technologies, Organic farming, Traditional seed safety, training on Producer group

Table 38 : District Industrial Centre – Nagapattinam District

Sl.No	Scheme	2014-15			2015-16			2016-17			2017-18			2018-19		
		Phy	Fin	Mem	Phy	Fin	Mem	Phy	Fin	Mem	Phy	Fin	Mem	Phy	Fin	Mem
1	PMEGP	51	97.5	392	40	78.25	312	48	96.18	384	5	12.36	49	61	113.39	291
2	UYEGP	108	48.31	196	110	51.9	171	92	59.48	400	63	49.64	135	64	43.02	3.4
3	CAPITAL SUBSIDY	10	12.31	48	7	23.28	157	3	7	50	9	22.08	32	0	0	0
4	LTPT SUBSIDY	22	23.1	115	11	6.87	197	2	4.46	130	3	3.45	9	0	0	0
5	NEEDS	2	3.13	20	8	72.78	54	13	84.29	60	3	24.19	35	17	71.273	113
6	GENERATOR SUBSIDY	7	8.63	35	1	1.1	10	1	1	10	1	0.11	4	0	0	0

9.Allied sectors

9.1 Livestock and Poultry

Livestock development plays an important role in Nagapattinam next to agriculture. Regional Joint Director of Animal Husbandry Department monitors the entire animal husbandry activities in this district. There are 33 veterinary dispensaries and 2 mobile veterinary units in this district. Each manned by one veterinary Assistant Surgeon, a Livestock Inspector and two Animal Husbandry Assistants. In addition to that there are 51 Veterinary Sub – Centers to give first aid and Artificial Insemination. Works manned by one Livestock Inspector. There are 2 Clinician Centers and 3 Veterinary Hospitals in this district. Each manned by a Clinician, 1 Veterinary Assistant Surgeon, 1 Senior Veterinary Livestock Supervisor, 3 Animal Husbandry Assistant, and 1 Veterinary Surgeon, 1 Livestock Inspector and 2 Animal Husbandry Assistant. To create awareness among livestock owners, 143 cattle protection camps were conducted in the remote villages to have veterinary aid at their door step. A minimum number of poultries are maintained in some parts of this district by the Animal Husbandry Department.

The following table gives the livestock and poultry population of Nagapattinam district during 2009-10, as quoted by DES referring to 17th Livestock Census.

Table 39: Livestock and Poultry Population in Nagapattinam District

LIVESTOCK CENSUS (AS PER 19th LIVESTOCK CENSUS)										
NAGAPATTINAM DISTRICT - BLOCKWISE										
S.No	Name of the Block	Cattle	Buffalo	Sheep	Goat	Pig	Horse	Donkey	Dog	Poultry
1	Nagapattinam	15913	761	366	32823	0	3	1	3574	31996
2	Thirumarugal	17904	382	272	21558	45	3	1	4001	15013
3	Kilvelur	16245	195	449	23698	14	0	3	5429	27401
4	Keelaiyur	11260	669	1326	37781	138	0	0	3387	15213
5	Thalainayaru	26495	1168	118	35287	0	0	0	3151	20117
6	Vedharanyam	34318	2399	2347	112044	23	0	0	11036	20895
7	Mayiladuthurai	28567	1420	370	27214	24	2	2	2078	24658
8	Kuthalam	28941	343	0	31824	246	0	0	1409	31823
9	Sembanarkovil	29437	940	151	41131	262	12	0	3517	32868
10	Sirkali	18956	684	803	24184	85	0	0	4285	19396
11	Kollidam	25140	2385	918	24128	79	0	0	2158	22106
	TOTAL	253176	11346	7120	411672	916	20	7	4402	261486
									5	

Source: Department of Animal Husbandary , Nagapattinam

There is a huge scope to market the meat in the domestic areas and sandys. 411672 goats are in the district we can focus on goat rearing activity. 264522 Cows and Buffaloes are in the district and there is a scope to market the milk and establishment of Bulk milk coolers in the district.

Aavin bulk milk cooler is situated in Sooramangalam of thalainayiru block so that we will easy to market the milk within the block. The total milk production in this district during 2009-10 was 154942 tonnes, out of which 133695 tonnes was cow's milk and 21247 tonnes was buffalo's milk.

List of Goat Farms in Nagapattinam District

- ❖ Mr. Avulia Mohammed,
Pudhupalli, Vettaikaraniruppu,
Kilvelur, Nagapattinam.
Mbl: 9597415859
- ❖ Mr. Srinivasan,
Vazhakarai,
Keezhayur, Thirukuvalai,
Nagapattinam.
Mbl: 9840345254
- ❖ Mrs. Dhanam,
Avarani road,
Sikkal, Nagapattinam.
Mbl: 9789937726
- ❖ Mr. Iyyappan,
Naluvedhapatti,
Vedharanyam, Nagapattinam.
Mbl: 6379613819
- ❖ Mr. Selvaraju,
Vadakku kuthagai,
Ayakkaran kulam, Vedharanyam,
Nagapattinam.
Mbl: 9976430591
- ❖ Mr. Ravi,
Karapagavinayagar Thentheru,
Nagapattinam.
Mbl: 7010547764
- ❖ Mr. Thirumaran,
Thiruvalluvar street,
Nehru nagar, Karaikal.
Mbl: 9788205457

- ❖ Ms. Akilandeswari,
Palakadu, Nagapattinam.
Mbl: 8940255953
- ❖ Mr. Aruljothi,
Velalar theru, Perungadambanur,
Nagapattinam.
Mbl: 9597354802
- ❖ Mr. Sudhan,
Avarani.
Mbl: 8754955079, 8825455843
- ❖ Mr. Veeraiyan,
Agarakondhagai, Thittacheri.
Mbl: 9965949808
- ❖ Mrs. Jayanthi,
Tsunami kudiyruppu,
Nagapattinam.
Mbl: 9751802441
- ❖ Mr. Kannan,
Avarani road, Sikkal.
Mbl: 9578730353
- ❖ Mr. Anbazhagan,
Sivan south street,
Nagapattinam.
Mbl: 8531067929
- ❖ Nammazhvar goat farm,
Karkovil, Near Vaitheeswaran
Kovil,
Mbl: 9443865262
- ❖ Mr. Susainathan,
Vanduvaancherry, Vedharanyam.
Mbl: 8531965608

- ❖ Mr. Devendiran,
Vaikkankarai street,
Nagapattinam.
Mbl: 9524052085
- ❖ Mr. Fakrudeen,
Manjakollai.
Mbl: 9524052085
- ❖ Mr. Zakeer Hussain,
Mullai nagar, Nagapattinam.
Mbl: 9894542474
- ❖ Jam Jam Goat farm,
Irukkai.
Mbl: 9003368588
- ❖ Mrs. Kavitha,
Sivan North street,
Nagapattinam.
Mbl: 9047404463
- ❖ Mr. Palanivel,
Poovathadi.
Mbl: 9444449344
- ❖ Mr. Gopi,
Sivan koil theru,
Nagapattinam.
Mbl: 9384321414
- ❖ Mr. Durairaj,
Kottapadi, Thirumarugal, Sethur.
Mbl: 9600870537
- ❖ Mr. Panneerselvam,
Vedharayam.
Mbl: 9842484316

Umbalacherry the Native Breed of Nagapattinam



The Umbalacherry cattle is a draft breed of the zebu type, used mainly for agricultural work. It is an indigenous breed of domestic cattle in India. And the breed is native to the coastal plains of Nagapattinam and Tiruvarur districts in the state of Tamil Nadu in South India. Actually the male Umbalacherry cattle are used for agricultural purposes such as carting and ploughing. They are very suitable for working in marshy rice fields of

eastern districts of Tamilnadu. And milk from the cows is utilized for home consumption.



The breed is also known by some other names such as Jathi madu, Mottai madu, Southern Tanjore and Therkuthi madu. Read some more information about this [cattle breed](#) below,

Umbalacherry cattle are zebu type animal which have similarities to the Kangayam breed. But the Umbalacherry is relatively smaller than the Kangayam. They are usually grey in color with white points and back-lines. The calves are usually of different color than the mature animals. The calves are usually red or brown with white markings. Their color gradually change to grey in accordance to their age. Forehead of the Umbalacherry cattle is fairly broad and always has a prominent white star. But other [cattle breeds](#) in this region lack this white start in their forehead. Both bulls and cows have short and thick horns. Their ears are short, erect and placed horizontally. The hump is well developed in bulls, fairly developed in bullocks and small in the cows. The Umbalacherry cattle have short but very strong legs. Udder is not well developed in the cows. Average body height at withers is 135 cm for bulls and 105 cm for the cows.

In Umbalacherry more than 600 families are rearing the cow and the total no of cow is 1500. Each family have 2 to 3 cows and the milking of the cow is 2 litre in the morning and 1.5 litre in the evening. They are rearing the cow for cart and agriculture purpose only.

9.2 Fisheries



Fisheries are the economic backbone of this coastal district. The district has a coastal line of 187 kms. Having a long coastal area, this district plays a major role in marine commodities. The Inland Fresh Water area spreads for about 1000 hectares. Marine fishing is practised in 60 coastal villages of the district. The fish production fluctuates in both quantity and value from 1990 to 96. Since the district is a coastal region, marine fishing assumes importance. The marine fish catch mainly comprises of leognathics, sharks, flying fish, chank, catfish, prawns, silver bellies, crabs, rays and other miscellaneous varieties. Mechanized boats; catamarans and country canoes are all used for fishing. A fish-landing jetty has been constructed at Kodiakarai, which caters to the

needs of marine fishermen and is the only workshop in this coastal area. A comparison indicates that the coastal fish production is higher than the inland fish production.



The fish is sold in the daily and weekly fish markets in the town. There are a large number of ice factories for preserving the fish. The inland fish catch during 2009-10 was 6433 tonnes. The industry suffered a setback after the Tsunami that struck the coast on 26 December 2004. Fisherfolk have been instructed to carry Auto Identification System enabled-GIS devices in fishing boats to facilitate easy tracking and rescue in the event of technical snags in mid-sea. This forms part of the slew of advisories issued by the Department of Fisheries in the light of any incidents of missing fishermen. There are problems come in the wake of North East monsoon that throws up incidents of boat capsized each year. Fishing boats have been advised to carry a radio in order to keep tab of monsoon advisories and return ashore in the event of cyclone warning.

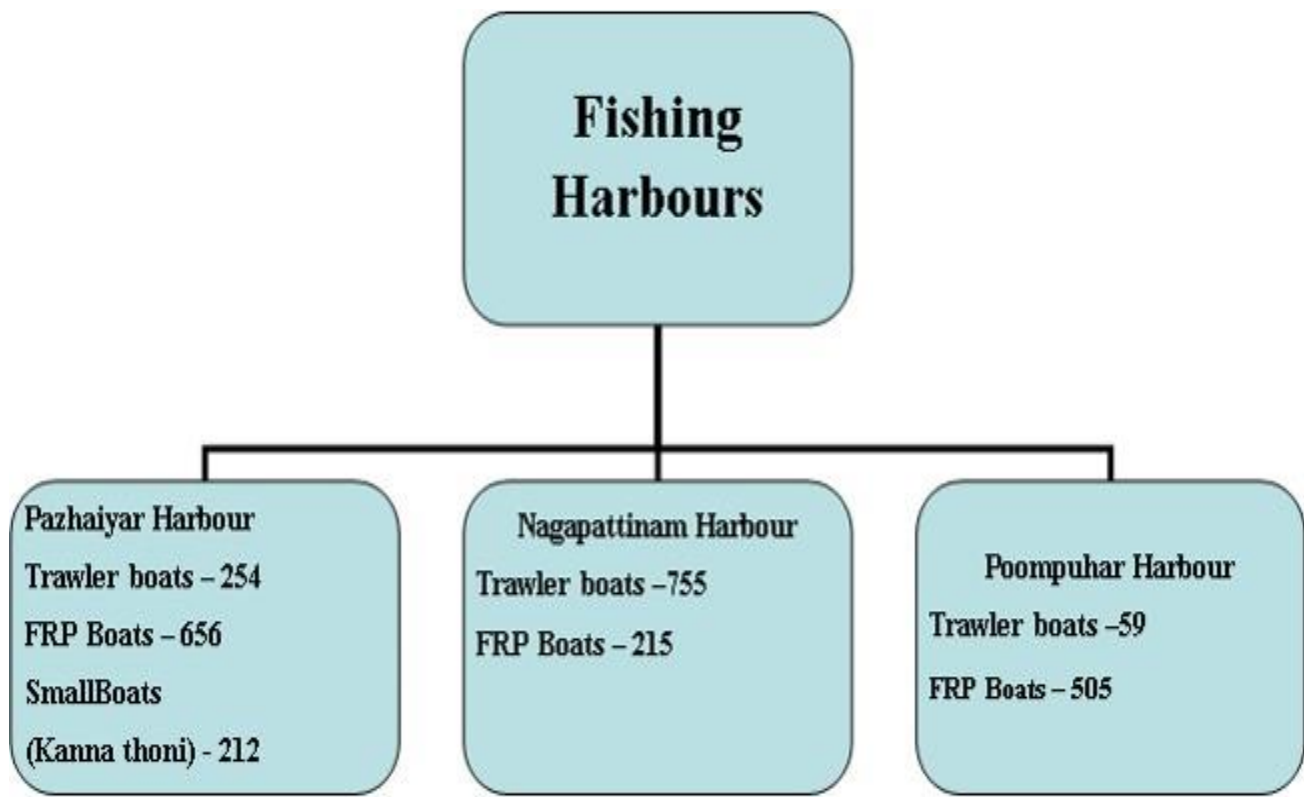
Table 40: Fisheries details – Nagapattinam District

1	Length of Coastline (Coramandal coast and Palk Bay)	187.9 Km
2	No. of Fishing villages	53No.
3	Fishermen Population	94,364 no
	a) Men	48,028No.
	b) Women	46,336No.
4	Inland population	15810No.
5	Major fishing harbours	3 No. (Nagapattinam, Poombuhar and Pazhyar)
6	Fish landing Centre	4 No. (Arcottuthurai, Nagore, Seuthur and Thirumullaivasal)
7	Fishing Craft details	
	a) Motorised Mechanical	1086No.
	b) Motorined non mechanical (FRP vallam)	4485No.
	c) Non Motorised	136No.
8	Fish Production	

	a) Motorised Mechanical	48572 tonnes
	b) Motorised non mechanical (FRP vallam)	22338 tonnes
	c) Non Motorised	14950 tonnes
	Total	85860 tonnes
9	Inland Fish production	18108 tonnes
10	Major cultured fishes	Catla, Rohu, Mrigal, Common carp, Grass carp, Silver Carp and Tilapia
11	Major fishing nets operated	Gill net, Trawl net, Hook and line
12	Major fishes landed	a) Oil Sardines b) Mackerel c) Sciaenids d) Perches e) Flying fish f) Silver bellies g) Tuna, Seer fishes h) Cephalopods, Shrimp, Crab
13	Total no. of shrimp farms	824 nos (1512.5 Ha)
14	Estuaries and Brackish water areas	2000 ha.
15	Shrimp production	8000 tonnes
16	Major cultured Shrimp	Litopenaeus vannamei and Penaeus monodon

Around 35000 Households were involved in fishing in Nagapattinam District. 75 percentage of the family involved in fresh fish vending and 20 percentages of households involved in dryfish sales by carrying fish on their head in local market. There are 3 Major harbours i.e . Pazhaiyar, Nagapattinam and poombukar and 3 Small harbours i.e Aarukattuthurai, Vellapallam and Thirumullaivasal in Nagapattinam District.

Fishing Craft population Nagapattinam District



Fisheries Infrastructure:

- ❖ Iceplants:

About 30 Iceplants were functioning in Nagappattinam in which the production range will be 800 to 1500 bars per day. Some of the traditional industries were Kavitha, KVR, Star, Syllambu, Chettiyar, Ezhil etc.

- ❖ Fishnet Marine Shops :

Around 200 Fishnet Marine Shops in Nagapattinam District

- ❖ Major type of Nets: Mathi Net, Ayilai Net, Crab Net, Salangai Net, Traller Nets etc.

- ❖ FRP Boat Manufacturing: about 30 companies such as Raja, Veda, SIFFS, Amirtha were involved in FRP Boat Manufacturing in Nagapattinam District.

- ❖ Dry fish Market (Sandys) : Sitharkadu, Vanjur



❖ Major Exporters:

About 100 Members were involved in fish exporting to other areas such as Thoothukudi, Kanyakumari, Kerala, Bangalore, Chennai, Coimbatore, Trichy etc.

Some of the major exporters are

1. KVR exporters,
2. SSF
3. SKG
4. SVL
5. ESMS
6. MRT etc

• Existing Enterprise in Akkarapettai Village, Nagapattinam District:

10 Members were involved in Hygienic Dry Fish Packing and Sales activity for more 9 Years in the name as "Best Dry Fish"

Best Dry Fish

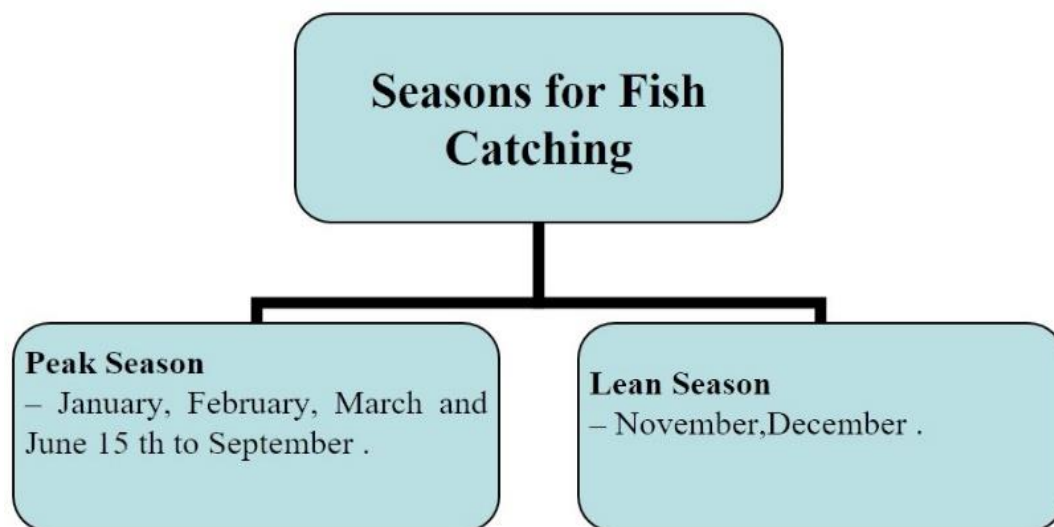


The main product and their price details as follows:

Types of dry fish	Wt/ in grams	wholesale rate in Rs	Outlet rate in Rs
Sword fish(vaalai)	70g	13	20
Anchovy (nethili)	40g	13	20
Turtle fish(thirukkai)	80g	13	20
Seer fish(vanjiram)	80g	13	20
Baby shrimp(chenna kunni)	100g	13	20
Deva podi	35g	13	20

Fishing Season in Nagappattinam District:

Ban Period – April 15th to June – 15th



**Special Fish Varieties of
Nagapattinam**
*Kanavai (Squid), Red Prawn, Kola
Fish (Flying fish)*

Table 41. JLGs Formed by Nagapattinam District Sangams Federation, Nagapattinam

Sl. No	Name of the Block	Name of the Panchayat	Name of the Village	Number of JLGs
1	Nagapattinam	Akkarapettai	Akkaraipettai	17
2	Nagapattinam	Akkarapettai	Keechankuppam	21
3	Sembanarkoil	Chandrabadi	Chandrapadi	16
4	Sembanarkoil	Chandrabadi	chinnoorpettai	5
5	Keelaiyur	Kameswaram	Kameswaram	11
6	Sirkali	Thennampattinam	Keezhamoovarkarai	16
7	Sirkali	Vettangudi	Koozhaiyar	9
8	Sirkali	Thandavankulam	Kottaimedu	17
9	Sirkali	Thandavankulam	Ola Kottaimedu	10
10	Sembanarkoil	Manikkapangu	Kuttiyandiyur	15
11	Sembanarkoil	Manikkapangu	Perumalpettai	8
12	Sembanarkoil	Manikkapangu	Puthupettai	28
13	Sembanarkoil	Manikkapangu	Vellakoil	5
14	Sembanarkoil	Perunthottam	Naikkarkuppam	18
15	Sembanarkoil	Perunthottam	Savadikuppam	7
16	Sembanarkoil	Perunthottam	Madathukkuppam	18
17	Sembanarkoil	Puthupattinam	Madavaimedu	12
18	Sirkali	Thennampattinam	Melamoovarkarai	6
19	Sirkali	Kaveripoompattinam	Poombuhar	49
20	Sirkali	Kaveripoompattinam	Pudhukuppam	23
21	Vedaraniyam	Pushpavanam	Pushpavanam	8

22	Nagapattinam	Nagapattinam	Samanthanpettai	22
23	Keelaiyur	P.R.Puram	Seruthur	22
24	Sembanarkoil	Pillaiperumalnallur	Thazampettai	14
25	Sirkali	Thirumullaivasal	Thirumullaivasal	38
26	Sirkali	Thirumullaivasal	Thoduvai	40
27	Sirkali	Vanagiri	Vanagiri	27
28	Thalainayar	Vellappallam	Vanavanmahadevi	11
29	Thalainayar	Vellapallam	Vellapallam	23
30	Kilvelur	Vizhunthamavadi	Vizhunthamavadi North	4
31	Kilvelur	Vizhunthamavadi	Vizhunthamavadi South	5
			TOTAL	525

10. Non farm sector

10.1 Industrial scenario in the district

The district is primarily agrarian in nature and throws open good scope for development of industries based on agricultural inputs such as extraction of rice bran oil, straw board, cultivation and extraction of palm oil, cultivation and processing of horticultural products and floriculture. After the setting up of a refinery at Panangudi near Narimanam, there is good scope for gas based industries and petrochemical based downstream industries. Apart from these, the district offers good scope for tourism, handicrafts etc. and marine based industries with 187 kms long coastline.

Table 42: Industry at a Glance – Nagapattinam District

Sl. No	Head	Unit	Particulars
1	Registered Industrial Unit – MSMEs	No.	8704
2	Total Industrial Unit – MSMEs	No.	26112
3	Registered Medium and Large Unit	No.	10
4	No. of Industrial Area	No.	2

Source: Brief industrial profile of Nagapattinam, MSME

There are more units were registered under micro, small and medium enterprises category and there a huge scope to promote micro, small and medium rural enterprises in nagapattinam district.

Table 43: Year Wise Trend of Units Registered in Nagapattinam District

Year	Number of Registered Units	Employment	Investment (Lakh Rs.)
2007-08	143	1058	762.42
2008-09	95	749	395.07
2009-10	98	704	699.96
2010-11	500	2591	2320.81
2011-12	505	2902	2233.39

Source: Brief industrial profile of Nagapattinam, MSME

Figure 8: Year Wise Trend of Units Registered in Nagapattinam District

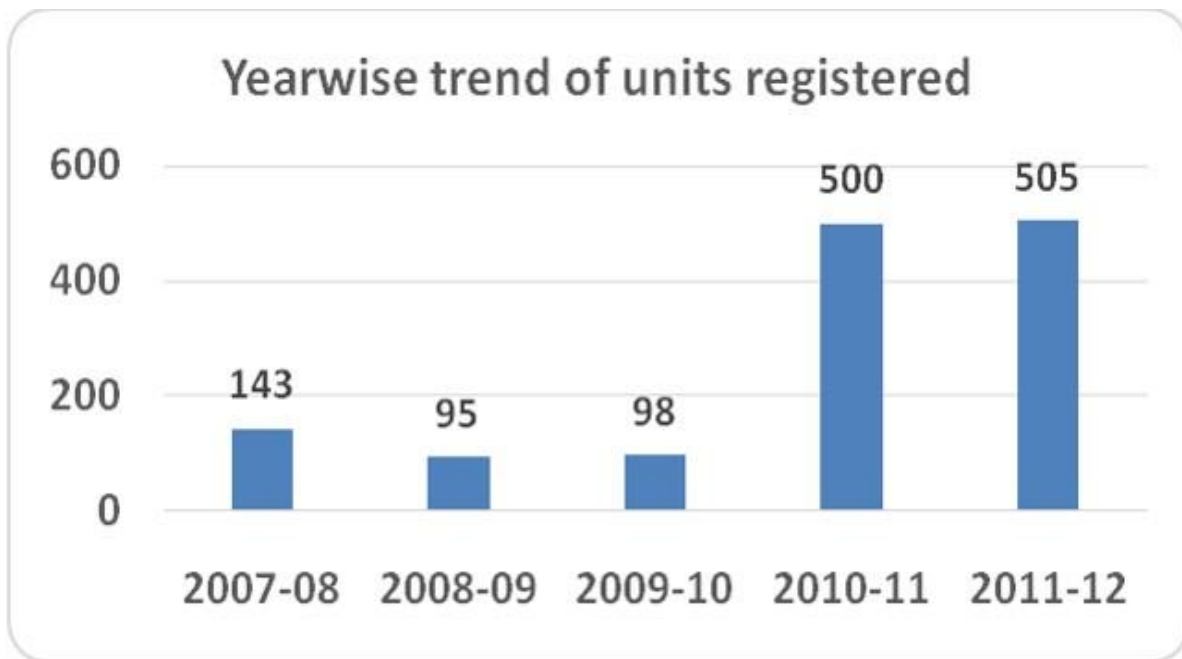
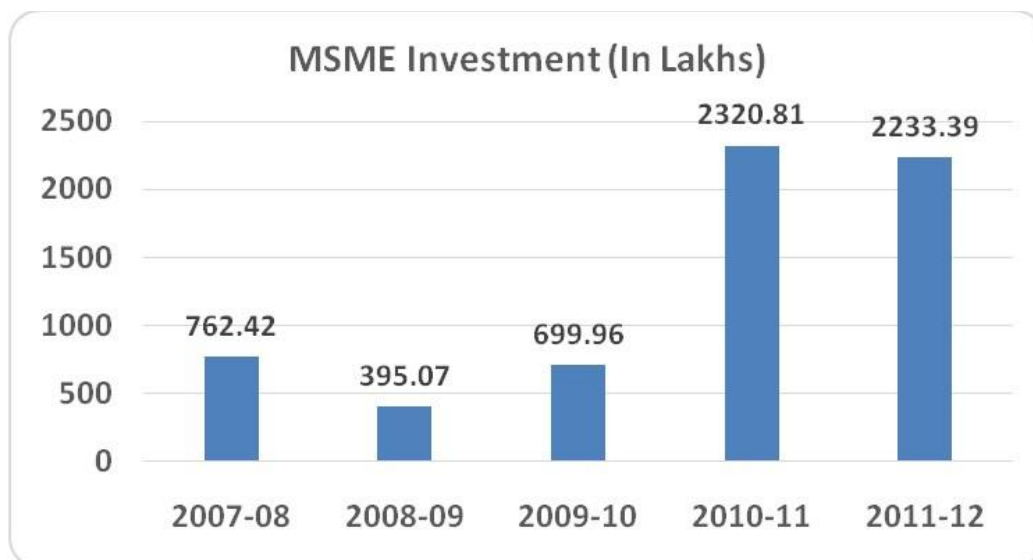


Figure 9: Year Wise Investment of MSME Units in Nagapattinam District



10.2 Small Scale Industries

The details of number of small scale industries registered and working during 2010-11 in the district are given below.

Table 44: Details of number of small scale industries registered and working 2010-11

Details of Classification	No. of Units
Food Products	41
Wool ,Silk and Synthetic fibre Textiles	13
Hosiery And Garments RIMG	217
Wooden Products	12
Paper Products To Printing	13
Rubber And Plastic Products	3
Chemical And Chemical Product	18
Metal Products	22
Mechinery& Parts except electrical	10
Electrical Machinery & Apparatus	4
Transport Equipments	2
Real Estate & Business	6
Repair and Services	9
Total	370

Source: District Statistical Handbook, 2010-11

10.3 Medium and Large Scale Industries

Table 45: Medium and Large Scale Industries in Nagai District

S.No.	Name & Address	Product	Installed Capacity	Employment	Investment (Rs. lakhs)
1	Thanjavur Dist.Coop. Spinning Mill Manalmedu Mayiladuthurai Tk.	Cotton Yarn	25000 Spindles	658	299.64
2	Tamil Nadu Civil Supplies Corpn. Ltd. Modern Rice Mill Sittarkadu Mayiladuthurai Tk.	Paddy Hulling	1000 T/Yr	66	218
3	Tamil Nadu Civil Supplies Corpn. Ltd. Modern Rice Mill Erukkur, Sirkazhi Tk.	Paddy Hulling	1000 T/Yr	60	203
4	KR Ramaswamy Coop. Sugar Mill Thalainayiru Mayiladuthurai	Sugar	1250 T/Yr	838	998
5	Tamil Nadu Civil Supplies Corpn. Ltd. Modern Rice Mill Sembanar Koil Tharangambadi Tk.	Paddy Hulling	1080 T/Yr	74	127
6	FCI Solvent Extraction Plant Sembanarkoil Tharangambadi Tk.	Rice Bran Oil Gr.II, Cake	15 MT/day	17	31.54
7	TCW Salt Factory Aayakaranpulam Vedaranyam Tk PIN 614 707.	Salt Liquid Bromide	3185.53 Hec	Direct 69 Casual 250	161.97

8	Chemical & Plastic India Ltd. Caustic Chlore Division, Sethu Rastha Vedaranyam	Industrial Salt Liquid Alkaline Bromide	360 TPA N. A.	179 N.A.	43.83 N.A.
9	The Madras Refineries Ltd. Panangudi	Liquid Petroleum Gas Naphtha HSK HSD Low Sulphur	7,000 TPA 1,02,000 1,33,000 1,77,000 63000	175	196

Large industries

Table 46: List of Large Scale Industries in Nagapattinam District

S.No.	Name & Address	Product
1	Shri A. Sahabuddin 4/21 Arafat Street Needur Post, Mayiladuthurai	Industrial Alcohol
2	Dyna Mecowsy 1A, Nungambakkam High Road Chennai 34, Factory at Thirukadaiyur	Electricity Generation (from Naphtha and Liquid Petroleum Gas)

10.4 MSME clusters

Table 47: Manufacturing Sectors Clusters in Nagapattinam District

Sl. No	Name of the Cluster	Location	Major items Manufactured	Micro/ Small	Production on (Rs. Crore)	Employment (Numbers)
1	Salt	Vedaranam	Common Salt	1400	11.25	17000
2	Fish Pickles and Dry fish Processing	Tharangambadi	Fish Pickles and Dry fish processing	100	0.4	2000
3	Coir	Malliyam and Thiruvelvikudi	Coir Yarn & De-fibering	100	0.75	3000
4	Cane Furniture	Thaikkal, Kollidam, Sirkazhi TK	Cane Furniture	500	2	5000
5	Korai Mat Weaving	Thaikkal	Mat	–	–	–
6	Wax Candle	Velankanni	Candle	40	1	1000

Source: Brief industrial profile of Nagapattinam, MSME

10.5 Salt pan - Vedaranyam:



The small town of Vedaranyam, running along the Bay of Bengal, is no exception. And in a way, Vedaranyam's economy depends on its rainlessness. The lesser it rains, the more salt can be produced in its salt pans that extend for acres in the Vedaranyam Kodiyakarai stretch. Salt production is the main source of income for many in this

region and Vedaranyam contributes significantly to India's position as the third largest salt manufacturer in the world. Many companies have manufacturing units in the region and they procure salt in bulk quantities from the farmers for further purification and packaging. Thoothukudi is the major salt producer in Tamil Nadu with Vedaranyam following close on its heels.

Sunny days like this are essential for salt production. This year, when Tamil Nadu received unseasonal rains in the months of January, February and March, farmers here were forced to delay salt production because the rains flood the salt water pans. Flooding of sea water is also an issue. People like Gopal and this elderly laborer are part of the ecosystem that drives salt production in Vedaranyam. They periodically check the pans and sweep up the salt after the water crystallizes into salt.

The salt, thus stored, is inspected for its consistency after about 10 days and is prepared for loading. Companies like Chemplast Sanmar operate huge salt

manufacturing units in the Vedaranyam region. Many of them procure salt from the salt pans and scenes like this where salt is packed in gunny sacks and loaded onto trucks for purification and packaging in the industrial plants before it is ready for consumption are common.



The vast majority of salt pans are located in the road leading to Kodiyakarai. The nose shaped Vedaranyam swamp is situated parallel to the Palk Strait the waterway that connects Tamil Nadu with the northern part of Sri Lanka.

Salt is an essential commodity with inelastic demand. Since salt has been needed from time immemorial, man has used his intellectual and environmental resources for selecting the place and choosing the mode of manufacture of salt all through history. Salt industry occupies a prominent role in the rural economy; it provides and generates income to the rural people, particularly those with little lands. Around 1.27 lakh persons are employed directly by the salt industry functioning in our country. The output of the salt industry is indispensable to the manufacture of washing soda, baking soda, caustic soda, hydrochloric acid, bleaching power and many other chemicals.

The world salt production was 2,333 lakh tonnes in the year 2010. The main salt producing countries are U.S.A, China, India and Germany. U.S. leads in the world salt production with 475 lakh tonnes followed by China about 370 lakh tonnes and India about 155 lakh tonnes. U.K. ranks a lowly ninth in the list of the worlds top ten salt producers, Europe is also a major salt producer. India is the third largest



salt producing country in the world with an average annual production of 155 lakh tonnes in the year 2010. Salt manufacturing activities are carried out in the coastal states of Gujarat, TamilNadu, Andhra Pradesh, Maharashtra, Karnataka, Orissa, West Bengal, Goa and the hinterland State of Rajasthan. Among these states only Gujarat, TamilNadu and Rajasthan produce salt in surplus to their requirement. With 1600 km long coastline Gujarat has an inherent advantage towards salt production. Apart from natural resource, the state has created excellent infrastructure which strongly supports Gujarat to become industrial super power of India. It produced 79.8 percent of common salt among the total salt production.

Tamil Nadu is the second largest producer in India, producing 11 percent of the total salt produced. In Tamil Nadu, total area allotted for salt cultivation was about 8.06 lakhs acres in the year 2010. Around 16,500 salt workers involved in salt production and most of the salt workers in Tamil Nadu belong to SC/ST communities. The average annual production of salt in Tamil Nadu in 2010 was about 14.5 lakh tones. In Tamil Nadu salt is produced in large quantities in the districts of Tuticorin, Nagapattinam Ramnad and Kancheepuram. Tuticorin leads in salt production at about 5.78 lakh tonnes followed by Nagapattinam at 4.57 lakh tonnes, Ramnad 2.05 lakh tonnes and Kanyakumari at 0.129 lakh tonnes.

11.0 Heritage sites – Rural Tourism Nagapattinam

The district came into existence in the year 1991 with its headquarter in Nagapattinam town. It has Shri Kayahorana Swami Neelayathatchi Amman Temple, SowrirajaPerumal Temple, and NellukkadaiMariamman Temple. The mini museum, the towering lighthouse and the long beautiful beach are some of the places worth visiting in this city. The pillar located in front of the district collectorate stands for the achievement of the administration along with the citizens of this district in taking the guinness record achievement of planting the maximum number of saplings in 24 hours.

Nagapattinam is a Tourist flowing area and more temples and festival are in the district, The following major activities will be arise,

**Divine
Tourism**

Nava Grahas

**Tourist Guide
(Women)**

**MCS
Mobile Catering
Services**

**Leisure
Tourism**

**Rural
Tourism**

**Traditional
Astrology**

Poombuhar



Poombuhar is in Sirkali taluk of Nagapattinam district. It is known as Kaveripoompattinam. Tourists have to alight at Mayiladuthurai junction to proceed Poombuhar by road. Visitors from Chennai by train have to get down at Sirkali. Poombuhar is connected to Mayiladuthurai as well as Sirkali by road. The dist

km and to Sirkali 21km.

Nagore



The Dargha in Nagore near Nagapattinam, the district headquarters is a holy place. Not only the followers of Islam but also of all faiths visit this sacred centre throughout the year to offer their prayers and get the blessings of the saint. Nearly five hundred years ago a son was born in a devout Muslim family in a village in the

central provinces [Madhyaspradesh], He was named Abdul Kadhar. He came to Tamil Nadu after visiting different places like Keelakkarai and preaching the doctrine of love, service devotion to the Almighty. He settled down in Nagore in a piece of land granted by a devotee of this saintly preacher. His words and deeds were divine and prophetic. He said Islam preaches the fatherhood of God and brotherhood of Man. He sent his disciples to work among the people and spread the message of Prophet Mohammed. He

passed away in year 1,558 at the age of 68 in Nagoredargha. Khandoori festival is the anniversary celebrations and devotees from all over the world join the festivals to get blessed by NagoreAndavar.

Velankanni



Velankanni is one of the most visited pilgrim centres in India. It is a town situated on the shores of Bay of Bengal. This renowned shrine Basilica of the Lady of Health draws pilgrims from all over the World. Not only Christians but also the people of other faiths come to this church to pray at the shrine of our lady of health. Knowing the importance of this town the Pope in the Vatican City has

declared Velankanni as Holy city. This Roman Catholic Church has an extended Basilica, which has two floors where one can find the statue of Jesus Christ. The Gothic style of architecture is a unique feature of the church.

The church itself is an imposing building with inspiring architecture. While the buildings have been painted white, roof of the church is made by tiles with striking red in contrast to the colour of the walls. The environment around the shrine is spick and span. There is also a shrine of 'lady of sorrow' where in the sorrowing Mother is depicted carrying infant Jesus in her hand.

Tarangampadi (Tranquebar)



It is 35 km north of Nagapattnam on the east coast of Bay of Bengal. Bus facilities are available to this place from Nagapattinam, Mayiladuthurai, Poompuhar, Sirkali and Chidambaram. Built in the year 1620 it exhibits Danish architecture. The fort is now under the control of TamilNadu Archeological Department. It houses an archaeological

museum. This museum is open on all days except Friday.

Sikkal



A beautiful Muragan Temple dedicated to Lord Singaravelan is housed in a large complex. The pillars of this temple are adorned with intricate and exquisite carvings. The beautiful paintings of a bygone era are amazing in colour and portrayal. Beside this temple has the shrine of Siva, Vishnu and Hanuman. It is a rare combination, indeed.

Worship in this temple removes all the hurdles of the devotees, it is believed.

Thirumullaivasal



This town is 14 km East of Sirkali. It is popular for its fine beach, which is full of natural beauty. This town has an ancient temple. The presiding deity of this temple is Arulmigu Mullaivananathar.

Keelaperumpallam



Situated 3 km from Poompuhar, Keelaperumpallam receives a stream of devotees every day for worshipping Shri Naganatha Swami. This temple is the seat of the Ninth Navagraha, the Kedhu.

Thiruvengadu



Thiruvengadu is situated 8 km from Poompuhar. Navagraha Budhan is situated inside the Temple of Arulmigu Swetharanyaswami. Devotees from all over India and abroad come to worship Budhan every day.

Vaitheeswarankoil



In the divine songs of Devaram, Vaitheeswarankoil is called Pullirukkuvellur. The Presiding deity Lord Vaithyanathan and the Devi is Thaiyalnayagi. Lord Muruga is called here as ArulmiguMuthukumaraswami. Vaitheeswarankoil is situated 12 km from Mayiladuthurai and 5 km from Sirkazhi. This temple is the seat of another Navagraha, the Mars.

Thirunangore



Situated 10 km from Sirkazhi, Thirunangore is one of the most sacred places for Vaishnavaiter. Shri Narayanaperumal Temple, PurushothamaPerumal temple, Kudamadum Kootha Perumal kovil, Semponnarangarkovil, Pallikondaperumalkovil, VaradharajaPerumalkoil which had been performed MangalaSananam by ThirumangaiAzhwar are located in this small town. Around ThiruNangore, there are other Vaishnava temples in Thiruvalli, Thirunagiri, Keezhasalai and Perumalkoil.

Thirukkadaiyur



Thirukkadaiyur is in and the bus route between Chidhambaram - Nagappattinam. In this temple, Lord Siva had annihilated Yama, the God of death and destruction to save the life of Markandeya and bestowed immortality on him. It is one of the most important seats of Sakthi. Inside the precincts of the temple of ArulmiguAmerthakadeswarar is located the temple of Shri Abirami Amman.

Sirkazhi

Sirkazhi is located on the main route between Mayiladuthurai and Chidhambaram. Shri ArulmiguSattanatha Swami temple has many wonderful architectural and sculptural features. This temple has been glorified in the divine songs of Thevaram. One of the four great divine poets, the Saiva Saint ThirugnanaSambandar was bestowed with the divine grace by Lord Siva and Parvathy here. Every year in the Tamil month of Chithirai, Thirumulaippal festival is celebrated in a grand manner.

Mayiladuthurai



Arulmigu Mayuranathar temple is located here. According to the Hindu mythology, AnnaiParasakthi danced in the form of a peacock and hence the place is called Mayiladuthurai. Devotees after worshipping Mayuranathar can travel from here to all the places of Navagrahas and other important temples by bus. The festival of Holy bath known as KadaiMuzhukku in the river Cauvery is celebrated in the month of Ippasi.

Ananthamangalam



On the east coast between Nagappattinam and Chidambaram, Ananthamangalam is located 5 km from Thirukkadaiyur. People from all over Tamil Nadu visit the temple of Lord Anjaneyar for his grace. The divine statue of Anjaneya here is unique with its three eyes and ten hands. Special worship of Anjaneya is held on Saturdays and on the days of Amavasya.

Korakka sithar – North poigainallur

Korakkar is originally a Tamil Siddhar, and one of the 18 celebrated siddhars of Tamilnadu. He was a student of the Siddhars Agathiyar and Bogar, and is mentioned various times in the works of Bogar. His Jeeva samadhi temple is in Vadukupoigainallur of Nagapattinam district of Tamil Nadu. He spent his growing-up years in the Velliangiri Mountains in Coimbatore which is also his birthplace.

Other sanctums related with Korakkar are Perur, Thiruchendur and Triconamalli. Korakkar caves are found in Chaturagiri and Kolli Hills. Like other siddhas, Korakkar has written songs on Medicine, Philosophy, and Alchemy.

Ettukudi



Ettukudi Murugan or the Subramanya Swamy temple at Ettukudi, though not one of the Arupadai veedu - or Six Sacred Temples of Lord Muruga, achieved popularity mainly through veneration in songs including by the 14th century Tamil poet Saint Arunagirinathar and today, through folk music (kaavadi cindhu) and other devotional songs. This temple is famous for its kaavadi procession. One of the unique features of this temple is position of the peacock, the mount of Murugan. The head of the peacock in all Murugan temples is seen facing the right side. However, in Ettukudi, it is seen facing the left. This fact is also mentioned in the Kandapuramam.

Kadanthethi:



Kadanthethi is a small village situated 3 km from town Thalanyar Taluk of Nagapattinam District , Tamil Nadu State . Nearest well known cities are Thiruthuraipoondi, Velankanni, Nagapattinam, Mannargudi. The temple of Maha Sastha is located in the middle of paddy fields in the small village of Kadanthethi which has around 150 houses. The temple is located at 3.5 kms from Thalanyar and 2 kms from Alangudi on ECR towards Thiruthuraipoondi. Lord Mahasastha changed

the character of Evil man Kadan to one of his devotee. From that time on the place is named as Kadanthethi or kadanthiruthi (Kadan's) .

Vedaranyam:



Vedaranyeswarar Temple is a temple dedicated to Shiva, located in the town of Vedaranyam in Tamil Nadu, India. Vedaranyeswarar is revered in the 7th century Tamil Shaiva canonical work, the Tevaram, written by Tamil saint poets known as the nayanars and classified as Paadal Petra Sthalam. It is the only temple to have found mention in all the seven Thirumurais. The temple is famed for the legend between Appar and Sundarar when the former sang to open the door while the latter

sang to close the door.

Vedaranyeswarar temple is a part of the series of temples built by Aditya Chola (871-907 CE) along the banks of river Kaveri to commemorate his victory in the Tirupurambiyam battle. It has several inscriptions dating back to the Chola period. The temple has six daily rituals at various times from 5:30 a.m. to 8 p.m., and three yearly festivals on its calendar. The annual Brahmotsavam (prime festival) is attended by thousands of devotees from far and near. The temple is maintained and administered by the Hindu Religious and Endowment Board of the Government of Tamil Nadu. Agathiyampalli Shiva Temple and Kodiyakarai Shiva Temple are other famous temples located in the same stretch.

Ramar padham:



A journey to Kodyakarai from Nagapattinam, Its around 55 Km from Nagapattinam to reach Ramar Padam. This is the location where Lord Sri Rama sees Sri Lanka as said in scriptures. Srilanka is very nearer from this location. Sri Ramar first choose this location to go to Sri Lanka, Later this route will reach backside (otherside) of the Sri Lanka. So he refused to choose this route to reach Sri Lanka. Everyone knows Later via Rameswaram Sethu Karai Lord Sri Rama went to Sri Lanka. Near to Kodyakarai

ramar padham is also called as Point Calimere. This forest is called as Kodyakadu and one can see lot of Deers and Monkey. A beautiful place everybody has to trip to have darshan of Ramar Thiruvadi at Kodyakarai

Sitharkadu:



Sirkazhi Sitrambala nadigal and his 63 Disciples were jeeva samadi in this Sitharkadu in Mayiladuturai, Nagapattinam district.

Nagapattinam:



Nellikudai Mariamman Koil is one of the famous Mariamman temples in Tamil Nadu. It is believed that Mariamman appeared in the dream of a rice trader and asked him to build a shrine for him. He constructed a beautiful temple in Nagapattinam and started offering prayers. Arulmigu Nellikudai Mariamman Temple. This temple is one of the popular temples present in Tamil Nadu. The temple was built by a rice trader and the temple was built

as per the wishes of Mariamman, who had appeared in his dream. Devotees, who visit the temple every year to offer prayers during Thiruvizha, believe that some mystical powers do exist within the temple.



Kayarohanaswami Temple, Nagapattinam is a Hindu temple dedicated to Lord Siva situated in the town of Nagapattinam in Tamil Nadu, India. The presiding deity is known as Kayarohana and his consort is Nilayathakshi

Athipathar the 63 saints



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Athipathar saint was a fisherman born in Nulaipadi near Nagapattinam. It was his practice to let go one fish from his catch daily, as an offering unto the Lord. The Lord wanted to reveal Athipathar's greatness to the world. Once, it so happened that for many consecutive days Athipathar could catch only one fish. He let it go, in the name of Lord Siva, and went without food.

Another day, Athipathar caught a golden fish, again only one for that day. Athipathar, however, remained steadfast in his vow and let it go, in the name of Lord Siva. The Lord appeared before Athipathar and blessed this illiterate, fisherman saint!

Not indeed by vast erudition, nor by breath-taking austerities, nor by hearing and talking a lot, but by unflinching devotion alone can God be realized. This humble, simple,

fisherman saint has proved that beyond the least trace of doubt. But, look at Athipathar's steadfastness (Nishta)! It is not easy to acquire, unless you have living faith in God. Otherwise, the mind will bring up all sorts of reasons (lame excuses!) for breaking the vow.

Thirumanancherry:



Parvathi Devi performed Tapas in this sthalam to marry Shiva Perumaan and finally got married in this sthalam and because of this the sthalam is called as "Thiru Manancheri". Thirumanancheri temple is where the divine marriage of Shiva and Parvati took place, and today, people flock to this temple, praying for an early marriage, thanking the lord for their marriage, and praying for children. Yet another special attraction of this temple is the Posture of Shiva Perumaan in the form of 'Sri Kalyana Sundarar' in the beautiful 'Marriage pose' along with Ambal.

Kodiakadu Birds Sanctuary: (Point Colimere)



A wildlife sanctuary was set up on 17.26 sqkm of swamp in Point Calimere in 1967 for the conservation of Blackbuck, an endangered and endemic species. "The addition will bring the entire area under the protection of the forest department. So far, the revenue wing held the vast tracts of swamp areas and very little could be done for the migratory birds. Now, habitat improvement will be the priority," said a senior government official. Geographically, the sanctuary is a site of mudflats, mangroves, backwaters, grasslands and tropical dry evergreen forest. "It is a bird paradise for migrated birds". Point Calimere wetland complex is the only one in south India given Ramsar site status in 2002 because of the significant role it plays in attracting thousands of migratory birds from even Siberia, especially Greater Flamingos. Ornithologists say the site has registered the largest congregation of migratory birds, exceeding four lakh. As many as 236 species were spotted after the onset of the north-east monsoon. Species like painted stork, spoonbill, spoonbill sandpiper, spot-billed pelican, black-necked stork, spotted greenshank, white ibis and Asian dowitcher can be spotted here.

Biodiversity:



Kodikkarai (55 km) also called Point Calimere, is situated abutting the Palk Strait. Spread over an area of over 312.17 ha, this Wild Life Sanctuary boasts of mammals like blue buck, spotted deer, wild boar, semi wild ponies, bonnet macaque, water birds like flamingoes,

ibises, herons, and spoonbills.

Sea turtle, starred tortoise, vipers, marsh crocodiles, etc., are some of the reptiles.

Fish, dolphins, dugong, sea lion, sea cow are occasionally found here.

Table 48: Centre wise Domestic And Foreign Tourist Arrivals 2006 - 2015

Sl No	Places	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
		2006		2007		2008		2009		2010		2011		2012		2013		2014		2015	
1	Velankanni	550432	7185	679117	9565	960000	10815	1268973	9164	2183141	102319	303051	64141	4058824	678483	589835	77338	7435350	69825	6293	61883
2	Nagore	430912	1598	340124	4214	558289	5617	1018811	3389	2480365	97767	276931	12825	3690610	159008	494882	18113	5867411	17885	2413	16218
3	Poompuhar	13266	1050	58294	2955	74141	4300	86246	3411	414528	6467	528699	8403	679928	8962	127722	10006	3041722	13319	1438	11411

Source: Tourist Office, Poombukar

Table 49: Centre wise Domestic and Foreign Tourist Arrivals 2011 – 2016

Sl. No.	Name of Block	Name of the place	No. of Visitors 2011		No. of Visitors 2012		No. of Visitors 2013		No. of Visitors 2014		No. of Visitors 2015		No. of Visitors 2016	
			Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Sembanarkoil	Danishburg Fort, Tranquebar	91755	257	133738	1738	83869	1051	132926	3112	475708	6610	167723	2055
2	Sirkali	Government Art Gallery (Poompuhar)	237084	144	337828	414	254752	919	377187	359	536864	4976	288741	257
3	Vedaraniem	Wild life Sanctuary, Point Calimer (Kodiakkarai)	36348	0	40353	27	33113	97	56425	60	70775	0	38145	665
Total			365187	401	511919	2179	371734	2067	566538	3531	1083347	11586	494609	2977

Source: Tourist Office, Poombukar

12.0 Credit:

Commercial banks are giving financial linkages to the priority and non priority sectors and details of priority and non priority sector's loan disbursement as on march 2016 as follows in the table

Table 50 : Credit Linkage to Priority and Non – Priority Sectors

Sl. No	Loan disbursement - 2015- 16 (in Lakhs)	
	Priority sector	Non Priority sector
1	278.43	15.49

Table 51 : Credit Linkage to SHGs

Sl. No	Year	Achievement	
		SHGs	Amount (in Crores)
1.	2018-19	9362	325.54
2.	2019-20	5070	198.17

Insurance

Growing insurance companies in the district make the stakeholders risk free. Insurance companies assume the risk that a loss or catastrophic event will occur. Policy-holders pay an insurance premium to their company in exchange for the security of knowing that if they were to experience an illness, loss of life or loss of property, the insurance company will investigate the situation and compensate them for the loss. If an insured vehicle is met with an accident, the insurance company is

responsible for making sure the policy-holder receives the compensation necessary to purchase a car comparable to the vehicle lost in the accident.

Table 52: Insurance and other agencies during 2014

S.No	Name of the company	No. of Branches	Policy Issued
1	Reliance	1	260
2	State Bank Life Insurance	1	365
3	LIC	3	18,032
	Total	5	18,657

Source: Branch Managers, Nagapattinam, 2014.

Insurance companies recover monetary damages from parties responsible for causing a loss. This act of recovery is known as subrogation. Insurance companies subrogate after they have paid for a claim and determined that their insured was not responsible for the incident. Table 8.5 shows the major insurance companies functioning in the district and they issued the policies of 18,657. There are number of other private insurance companies functioning in the district and the details are not available. The awareness on insurance among the rural communities is very poor and these activities may be scaled to cover all the risks, which are related to natural and business risks.

13.0 Potential activities identified in the Districts

During discussion with line departments and Resource Institutions they are suggesting some major activities. In this activities we have identified some of the activities are farm based, non- farm and service sector activities. Our major investment on these activities and some of the new activities depends upon demand from the community in the village. Activities are as follows,

Table 53: Prioritization of Enterprises

Farm Based enterprises	Non-farm enterprises	Indigenous enterprises	Value addition	Service enterprises
<input type="checkbox"/> Fish farm(Psici Culture)	<input type="checkbox"/> Marine and Fishnet spares shop	<input type="checkbox"/> Rural articians (Pottery)	<input type="checkbox"/> Fish pickle	<input type="checkbox"/> Boat Engine repairing services.
<input type="checkbox"/> Desi chicken	<input type="checkbox"/> Ice plant	<input type="checkbox"/> Carpenter	<input type="checkbox"/> Dry fish powder	<input type="checkbox"/> Marketing consultancy
<input type="checkbox"/> Dairy	<input type="checkbox"/> Cold storage for vegetables and Fish	<input type="checkbox"/> Marine boat making	<input type="checkbox"/> Dry fish pickle	<input type="checkbox"/> Repairing and Servicing of Boats
<input type="checkbox"/> Desi Goat rearing	<input type="checkbox"/> Bulk milk cooler	<input type="checkbox"/> Fishing	<input type="checkbox"/> Fish added bakery product	<input type="checkbox"/> Beauty Parlours
<input type="checkbox"/> Azolla cultivation	<input type="checkbox"/> Welding shop	<input type="checkbox"/> Mango cultivation	<input type="checkbox"/> Prawn added bakery products	<input type="checkbox"/> Catering services
<input type="checkbox"/> Small ruminants	<input type="checkbox"/> Vegetable vending	<input type="checkbox"/> Dry fish making	<input type="checkbox"/> Fish and prawn pizza hut	<input type="checkbox"/> Two wheeler / Four wheeler mechanism
<input type="checkbox"/> Medicinal plants	<input type="checkbox"/> Fish , Dry fish vending	<input type="checkbox"/> Fish Vending	<input type="checkbox"/> Vegetable value additions	<input type="checkbox"/> Saloon
<input type="checkbox"/> Mushroom cultivation	<input type="checkbox"/> Boat mechanic shop & Lathe works	<input type="checkbox"/> Vegetable vending	<input type="checkbox"/> Rose milk	<input type="checkbox"/> Vessel and shamiyana hiring
<input type="checkbox"/> Vegetable cultivation	<input type="checkbox"/> Fiber boat manufacturing	<input type="checkbox"/> Painting	<input type="checkbox"/> Milk khova	
<input type="checkbox"/> Water melon cultivation	<input type="checkbox"/> Boat repairing	<input type="checkbox"/> Cane product		
<input type="checkbox"/> Cucumber cultivation	<input type="checkbox"/> Prawn and fish exports	<input type="checkbox"/> Mat weaving		
Eco friendly aquaculture.	<input type="checkbox"/> Garments making			
	<input type="checkbox"/> Bakery			
	<input type="checkbox"/> Electrical both marine and house			
	<input type="checkbox"/> Thatch weaving			

Table 54: Commodity Prioritization

S.No	CRITERIA	DESCRIPTION	COMMODITY				
			PADDY	BLACKGRAM	GREENGRAM	GINGELLY	GROUNDNUT
1	Trend in area of Production involved in the commodity	For commodities which has large area of Production		32% Decreased trend in area of production but it is one the major crop	17% increased trend in area of production	11% increased trend in area of production	18% Decreased trend in area of production but it is also the major crop.
2	Community Interest	More viability, Marketing Opportunities, Godown facility, Traditional cropping practices, Road connectivity, Continuous Demand and more FIGs, FPGs and FPOs formed in these commodities	Water Intensive crop. Hence not prioritized	It is the traditional and predominant crop in the district and well practiced by the producers and profitable commodity	It is the traditional and predominant crop in the district and well practiced by the producers there is huge demand commodity.	It is seasonal crop but huge demand is in the state and National level and cost of production also less.	Marketing opportunities are more and it is traditional commodity, more labour and also get more profitable cash crop.

3	State/National Priority (Thrust from government)	Schemes from line department at District/State/National level	District contribution at state level is 8.98 percent area of production	District contribution at state level is 9.14 percent area of production Crop insurance Scheme, National Food Security Mission (NFSM)	District contribution at state level is 18.24 percent area of production Crop insurance Scheme, National Food Security Mission (NFSM)	District contribution at state level is 0.68 percent area of production	District contribution at state level is 0.53 percent area of production Seed Multiplication Scheme of Paddy, Millets, Pulses, Oilseeds and cotton.
4	Comparative advantage	Sufficient Production, Rainfall condition, Existing and practiced cluster	Regulated markets are sufficient in traditional practiced crop, As the Cauvery delta is rice bowl of tamilnadu.	There is a viable market for the commodity. Sufficient regulated markets. A producer companies also more in the district. Moderate rainfall.	There is a viable market for the commodity. Sufficient regulated markets. A producer companies also more in the district. Moderate rainfall.	Traditional activity, Now a days community is moving to traditional food habits. Daily consumables (Oil) and oil cakes.	Regulated markets are sufficient . Traditional activity, Now a days community is moving to traditional food habits. Daily consumables (Oil) and oil cakes.
5	Access to Market	Capacity to sell their product in time, To get the competitive price in the market, Good road connectivity	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.

5	Access to Market	Capacity to sell their product in time, To get the competitive price in the market, Good road connectivity	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.	Regulated market, local dealers and consumers for getting best price and rural roads also easy to market their commodity.
6	Opportunity for Value Chain Interventions	Input aggregation, Value addition activities and post harvesting technologies.	There are more producers are involving in this production and value chain on value addition products.	Collective procurement of inputs and value chain on value additions(nutritious food grain)	Collective procurement of inputs and value chain on value additions(nutritious food grain)	More opportunities on value additions (Oil extraction, Oil cake, candies etc.)	More opportunities on value additions (Oil extraction, Oil cake, candies etc..)

14.0 Qualitative skill gap

Lack of employment opportunities in the district

Nagapattinam is an average district in terms of development. There has not been much economic growth over the past decade. There has been little to no development in the industrial sector, and agriculture continues to remain woefully underdeveloped. Most of the people are employed in agriculture and fishing activities. There are not many other employment opportunities in the district, and so the people have no choice but to engage in agricultural activities. The lack of employment opportunities within the district has been a key disincentive to acquire skills

High levels of disguised unemployment

Labour mobility is low in Nagapattinam. There is some level of outward migration, but it is much lower than the rate of migration in other districts. The unemployment statistics for the district are quite high, especially amongst the vocationally and formally educated youth. Furthermore, there is excess labour supply for agrarian activities – which essentially means that the actual unemployment figures are much higher than the officially, registered unemployed figures for the district population.

Low labour productivity

Agricultural productivity is average, lower than that of comparable districts. The district faces severe water shortages every year. Irrigation facilities have not been adequately developed. Furthermore, owing to a large proportion of the population being engaged in agriculture, land holdings are quite small. This prevents the implementation of advanced agricultural methods. Skills for performing agricultural jobs are acquired traditionally in families, which restricts the mobility of labour and does not allow for vertical mobility or significant wage increases

Overdependence on informal skilling

Due to the low industrial development and high reliance on the primary sector for employment, most of the skill acquisition is informal, through traditional methods. Formal vocational training could help modernize the processes adopted in different industries and spur economic growth

Youth Aspirations

Table 55. Youth Aspirations by Sector and Employment Potential

SECTOR INTERESTS		Youth Aspirations	
		High	Low
Employment Potential	High	BFSI, Hospitality	Construction, Chemicals
	Low	IT, Education	Agriculture, Handloom

Source: NSDC

Low aspiration levels

While the youth are relatively well-educated, they do not necessarily enter careers that make use of their education and skills. There is a lack of enterprise and initiative; this compounds the existing problems of low growth. There is a need to create greater aspiration among the youth and motivate them to apply themselves productively in their work.

Lack of guidance and motivation

The lack of industrial development reduces the motivation to acquire specialized skills or become multi-skilled. If educational opportunities match industry requirements and employment availability, the skills acquired through education are more likely to be applied to productive activities. Skill training institutes should provide basic skilling and focus on counselling students. The students require proper guidance and motivation in order to align their educational choices with their career goals.

Opportunity cost of training in vocational trades deemed high

Unskilled youth cite the significant opportunity costs of training that is associated with loss of employment and wages as a key inhibitor. Low compensation for skills and lack of employability post-graduation remain key concerns that discourage students from taking up vocational programs.

Traditional Cane Product



The village called Thulasiyendrapuram and Thaikkal are involving in bamboo based activities for the past 50 years. Ten surrounded villages namely Thaneerpanthal, Kannakulam, Keelavallam, Melavallam, Ayangudipallam, Kalaignar nagar, Thideerkuppam, Arthi nagar, Amma nagar and Koothiya medai are doing this activity

The bamboo based products produced in Thaikkal and Thulasiyendrapuram are made from three types of bamboo species raw material which are available from different parts of the world. One type of bamboo imported from Malaysia by wholesale traders in Chennai, and another one bamboo species available at North Eastern states like Assam which are also bought by wholesale traders of Chennai, and a third type of bamboo raw material is available in the local area. Some owners of bamboo based industries have been purchasing their raw materials. Some small and medium scale industries owners have been getting their raw material from local retailers which are located at Thaikkal and Kollidam. The location of these bamboo based industries is very much helpful to market their product. The owners need not necessarily go anywhere to sell their products, because both village industries are located along the roadsides of the national highway and the tourists and the people who have been travelling towards the famous tourist places like Thanjavur, Nagore, Velankanni, Chidambaram, and Pondicherry are easily attracted to buy these aesthetic bamboo based products. The remaining products are sold to various other States through various sources.

These industries are facing problems like, marketing, finance, raw material, labour, power and expertise guidance problems respectively. Solution of this problem to give institutional support is necessary to improve the growth levels and overcome the problems faced by the bamboo based industries.

The activity having one society called Thulasiyendrapuram and Thaikkal viyabaarigal sangam. Register number: SRG.12/2018.

Traditional Silk Weaving



Sikkal is a small village panchayat place at Nagapattinam block of Nagapattinam district located between [Thiruvarur](#) and [Nagapattinam](#) in [Tamil Nadu](#), India. It is 6 km west of Nagapattinam, 18 km east of [Thiruvarur](#). It is famous for its [Murugan](#) temple called "Sikkal Singaaravelar".

In this village there are nearly 130 families were involved in silk weaving activity traditionally and they are practicing silk weaving activity for the past 50 years. This activity covered 10 villages of weavers and village namely Sikkal, Poravacheri, Sinthamani, Thirupoondi, Karapidaagai, Puthucherry, Avarani, Sangamangalaam, Sooramangalam. Now a days the arrival of power looms the weavers were decreased from 130 to 25 families. Also they are doing lowest level production only, they are producing cotton and silk sarees at lower level and selling their products in local area. They are expecting financial ,marketing support and the government schemes on hand looms. Most of the weavers have shifted their occupation from weaving to other activities like agriculture and fishing labours.

14.0-Conclusion

Nagapattinam is a coastal district of Tamil Nadu, which lies on the east coast south of Cuddalore district and part of the Nagapattinam district lies to the south of Karaikkal and Tiruvarur districts with an area covering 2,715.83 sq.km .This district is enveloping 11 panchayat unions, 4 municipalities and 8 town panchayats on its development side. On the revenue side it is housing 2 revenue divisions with 4 and 3 taluks respectively and 523 revenue villages. The soil type comprises of sandy coastal alluvium (88.71%,) black soil (6.58%)and other soils (4.71%). Agriculture and fisheries are the major economic activity the districts contributes higher share of rice production in the state. Important crops grown in the district are rice, groundnut, pulses, gingelly, sugarcane and cotton. There are 41 forest areas in the Nagapattinam district constituting a total area of 5311.70 ha 35 forest areas fall under the reserve forest category with 5037.21 ha and 6 under reserve land category with 274.49 ha. The important major minerals available in Nagapattinam district are crude oil,natural gas, silica sand, lime shell and heavy mineral sand (garnet, iluminite,rutile zircon, monozite). The district is situated in the deltaic region of the famous river cauvery and is criss-crossed by lengthy network of irrigation canals. The Nagapattinam district has a coastal line of 165 km Fishery is the economic backbone of this coastal district. One Thermal Power Project with installed capacity of 10 MW is (2x5MW) available in the district. The tsunami caused heavy damage to houses, tourist resorts, fishing boats, prawn culture ponds, soil and crops, and consequently affected the livelihood of large number of coastal communities and it was re- structured by the Government and NGO's. It was found that the tsunami and Government ha of agricultural and non-agricultural lands affected 1,320 and NGO's rejuvenated it.

Nagapattinam Block

It is spread over 122.43 sq.kms. 20% of the population can be motivated to start some ventures. This block stands as a symbol of National unity with Darga at Nagoor, Saneeswara Temple at Thirunallar and Basilica of Shrine Velankanni at Velankanni

offers good scope for tourism and related industry. If Nagapattinam port is returned to its glorious past, it will facilitate trade and industry in a big way. There is good scope for marine based industries such as fish processing, PVC net floats, repairing and servicing of motor boat engine. A training centre for improving the skill in this area is strongly felt. Some of the items suggested are steel rerolling mill, steel furniture, cattle feed, fish meal, power loom, mixed fertilizer insecticides, urea, ammonia, polythene. MRL Mini refinery at Panangudi offers petrochemical based downstream industries.

Sembanarkoil Block

It is spread over 273.90 sq.kms. It is a fertile agricultural area and located strategically linking tourist centres such as Tranquebar, Thirukadaiyur, 95% of the population depends upon agriculture and allied activities and the rest in industries & tertiary sector. Considering the above, repairing and servicing of two/four wheelers, cool drinks, hotels, chamber bricks, ice, furniture, tapioca based products, appalam, fish meal, cattle feed, mixed fertilizer, bio-fertilizer, cotton ginning, aluminium utensil, engineering and fabrication, bakery, electrical equipments, motor servicing, repairing and coil rewinding are suitable for this block.

Sirkazhi Block

It is spread over 210.42 sq.kms. Sirkazhi Block is also just similar to the previous one in resource endowments. Considering the long coast line salting can be established and thereby salt based industries can flourish here. Poompuhar can be developed as a fishing harbour by deepening the sea periodically for facilitating deep sea fishing. An industrial estate can be established near Poompuhar to stimulate the industrial growth in the area. Government can start a large scale agro based industry to give a much needed start towards progress. Some of the industries/products suitable to this area are fabrication of steam boilers, cold storage, nylon fishnet, float, Ice candy, paper from sugar cane, cashewnut shell oil, straw board, iodised salt, Plaster of Paris, desiccated coconut powder, neem oil extraction, bakery, cement pipes, cool drink bar,

Radio & TV servicing and repairing, laser printing etc.

Thalainayiru Block

It is spread over 257.06 sq,kms. This block is also predominantly agrarian oriented with just 2% of people engaged in trade, Commerce and Industry. Nagapattinam, Tiruvarur and Thiruthuraipoondi being the adjacent towns, cater to the needs of this area. Through training and motivation campaigns, the unemployed youth in this area can be motivated to start some ventures. Being land locked area at present, breeding of cows & buffaloes remains an integral part of the society. To give thrust to this sector, a dairy farm with high breed varieties is suggested for this area. Apart from this, cattle feed, fish meal, ground nut oil extraction, powdered salt, packaging, palm products, oil palm cultivation, tapioca products and tobacco find good scope in this area.





Nagapattinam the Indigenous



TAMILNADU RURAL TRANSFORMATION PROJECT

DSMS Complex, 1st Floor, Near Fish Market (Anna Statue)

Nagapattinam - 611 001.

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