



DISTRICT DIAGNOSTIC STUDY (DDS)

THENI

TAMILNADU RURAL TRANSFORMATION PROJECT

Department of Rural Development & Panchayat Raj
Government of Tamil Nadu

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EXECUTIVE SUMMARY

Theni District Rural Transformation Project is to leverage on the institutions and investments made in the existing poverty reduction projects implemented by Tamilnadu State Rural Livelihood Mission in the District.

TNRTP project is enterprise promotional project implemented with core components of business promotion, value chain development, and skilling for youth for employment generation.

The District Diagnostic Study was conducted in Theni District by the Project teams to identify and prioritize the commodities with focus on farm, off farm and non-farm sectors and based on their potentiality in District.

The methodology adopted was collection of secondary data, Validation of secondary data, one to one meetings with various stakeholders in the district.

Using the set criteria for such as number of producer's involved, comparative advantage etc. growth trends and market linkages was to commodities and subsectors were finalized in the District,

District Diagnostic study analyses the indicators, such as social profile, rural profile, urbanization trends and labor mobility and the economic indicators; a sectorial analysis – agriculture, allied, non-farm including manufacturing and service sectors.

The current status of existing industries and the growth trends, the potential economic growth centers in the district was analyzed.

The perceived gaps in the existing ecosystem for promoting and nurturing sustainable enterprises sector-wise and block-wise presence and growth trends of enterprises was studied in the District understand the factors contributing to rural economy through employment generation and high value economic activities thus resulting in increase in the household income.

THENI – AN INTRODUCTION - DISTRICT PROFILE

Theni District was bifurcated from Madurai District in 1997. In 2011, the total population of Theni district is recorded as 1245899; rural population as 575418 and urban population as 670481. In 2001, it was 1093950; 502109 and 591841 respectively. The district is known for fertile lands under river Periyar irrigation, popularly known as 'Cumbum Valley'. The district is bounded by Kerela State on the western side, east by Madurai District and north by Dindigul District and Virudhunagar District by south.

The bifurcation of the district was enacted by G.O.No.680, dated 25/7/96 and the district was initially named as Veeran Azhagamuthu district with headquarters at Theni. This district was a part of the present Madurai district. Presently, the district is named as Theni district from 1/7/97 as per G.O.618.

The district has 2 Revenue Divisions of Periyakulam and Uthamapalayam. There are five taluks in the district – Bodinayakanur, Periyakulam, Theni, Uthamapalayam and Andipatti. There are also six Municipalities in the district, one Parliamentary Constituency i.e., Periyakulam and five Assembly Constituencies, viz., Periyakulam, Andipatti, Theni, Bodinayakanur and Kambam. The district is constituted with 6 Municipalities, 22 Town Panchayats and 98 Villages.

Before bifurcation the district was one Revenue Division (Periyakulam) comprising of three taluks. After the bifurcation, Bodinayakanur and Theni taluks came into existence, totaling to five taluks and another revenue division was formed at Uthamapalayam comprising Uthamapalayam and Bodinayakanur taluks.

Table 1: Administrative setup

Taluk Name	Towns	CD Block Name	Villages	
			Total	Inhabited
Bodinayakanur	4	Bodinayakanur	12	12
Periyakulam	6	Periyakulam	13	13
Theni	3	Theni	10	10
Uthamapalayam	14	Chinnamanur	13	13
		Uthamapalayam	7	7
		Kambam	2	2
Andipatti	1	Andipatti	18	18
		Kadamalaikundru- Myladumparai	4	4
		Not under any CD Block	19	1
Total	28	Total	98	80



SOCIO-DEMOGRAPHIC DETAILS

Introduction

The highlights of the district - 2011 census reveals that the Theni district was ranked 28th in terms of the highest population in the State and the district urban population was 53.8 percent. The population density was recorded 434 persons/sq km. The district has a sex ratio (991) which was lower than the State sex ratio (996) and another important aspect about the district is it has the lowest Scheduled Tribe sex ratio of 923.

As regards to literacy, the district has recorded the literacy of 77.3 percent. The scenario of population, the decadal population growth was 13.9 percent during 2001-2011. While looking at the inhabitation, Uthamapalayam taluk has the highest number of the inhabited villages (23), whereas the Theni taluk has the lowest number (10) of such villages. Among the villages, Myladumparai village has recorded the highest population of 29731, whereas Erasakkanayakanur hills village has the lowest population of 18 in the district. With regards to geographical location, Megamalai village in Andipatti taluk has the largest geographical area of 32198.36 hectares and Pandarathurai Reserve Forest village in Uthamapalayam taluk has the smallest area of 16.00 hectares in Theni district.

Table 2: Important Statistics of Theni District, 2011

		District	
		Number	Percent
Number of villages	Total	98	100.00
	Inhabited	80	81.63
	Uninhabited	18	18.37
Number of towns	Total	28	100.00
	Statutory	28	100.00
	Census	0	0
Number of households	Total	338112	100.00
	Normal	337532	99.83
	Institutional	398	0.12
	Houseless	182	0.05
Total population	Persons	1245899	100.00
	Males	625683	50.22
	Females	620216	49.78

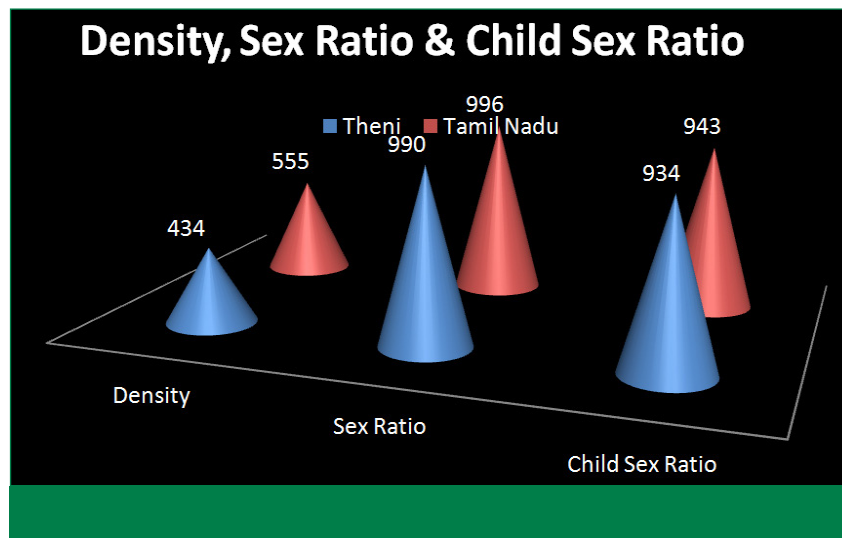
Rural	Persons	575418	100.00
	Males	290880	50.55
	Females	284538	49.45
Urban	Persons	670481	100.00
	Males	334803	49.90
	Females	335678	50.1
Scheduled Caste population	Persons	258200	20.72
	Males	129900	20.76
	Females	128300	20.69
Scheduled Tribe population	Persons	1835	0.15
	Males	954	0.15
	Females	881	0.14
Source: District Census Hand Book			

Decadal growth of the population

The district population is 12,45,899 in 2011 as against 10,93,950 in 2001. The decadal growth rate of the population in the district is 12.19 percent. The density of the population in the district is 434 persons per sq.km in 2011, as against 381 in 2001 which is due to the increased population as shown in Table (3) The urban population is 670481 constituting 53 % of the total Population, the remaining 47% ie. 575418 is rural population. SC population is 258200, ST Population is 1835.

Table 3: Demographic decadal changes in Theni District

Sl.No	Description	2011	2001
1	Total Population	1245899	1093950
2	Rural Population	575418	502109
3	Urban Population	670481	591841
4	Male	625683	552986
5	Female	620216	540964
6	Density/km ²	434	381
7	Sex Ratio (Per 1000)	990	978
8	Average Literacy	870080	692779
9	Male Literacy	479403 (76.62%)	398150 (72.00%)
10	Female Literacy	390677 (62.99%)	294647 (54.46%)



Density, Sex Ratio and Child Sex Ratio of Theni District

The population density of Theni District is 434 which is less than the State average of 555. The sex ratio (i.e., females as per 1000 males) of the district is recorded 990 against the State sex ratio of 996 in Census 2011.

Table 4: Density, Sex Ratio and Child Sex Ratio

State / District	Density		Sex Ratio		Child Sex Ratio	
	2001	2011	2001	2011	2001	2011
Tamil Nadu	480	555	987	996	942	943
Theni	381	434	978	990	891	934

SC / ST Population

The following table reveals that Scheduled Caste population in Theni District is 21% and Scheduled Tribe population is 0.1% to the total population of the district with respect to the year 2011 has remained same. The Scheduled Caste population has significantly increased from 2001 census to 2011 census both in rural and urban areas. The SCs population in rural areas were more compared to the urban areas SC population in the district.

Table: 5 SC/ST Population Percentage

Sl. No	State / District	T/R/U	Population Percentage			
			SCs		STs	
			2001	2011	2001	2011
1	Tamil Nadu	T	19.0	20.0	0.1	1.1
		R	23.8	25.5	1.6	1.8
		U	12.9	14.2	0.4	0.4
2	Theni	T	19.4	21.0	0.2	0.1
		R	23.2	25.0	0.2	0.2
		U	16.1	17.0	0.1	0.1

Literacy

The literacy rate is calculated for the population aged above 7 years. In 2011 census, 0-6 years population has been treated as illiterates. Though the population (children) of 0-6 years read and write, they have been brought under the category of illiterate. The literacy rate in the district has increased in 2011 census compared to 2001 census. In 2011 census, the Theni district returned 77.3 per cent as literate population; males with 85.0 per cent and females with 69.5 per cent. The total literacy in 2001 was 71.1 per cent whereas, males stood at 81.9 per cent and females at 61.2 per cent. The disparity of literacy level between males and females were high which explains that the women in the district still remain backward.

The rural and urban literacy in the district has recorded significant disparity. The rural literacy was 66.1 percent in 2001 which has marginally increased to 72.6 per cent in 2011. While the urban literacy in the district was increased from 76.2 per cent in 2001 to 81.2 percent in 2011. The urban literacy in the district has seen significant increase in 2011 census compared to 2001 census. The disparity in literacy among the males and females in rural areas and urban areas has clear indication that there need to be much emphasis on women education in the rural areas of the district.

Table: 6 Literacy Rate Blockwise With Respect To Gender (in numbers)

Sl. No	Taluk Name	Total Literacy			Rural			Urban		
		Persons	Male	Female	Persons	Male	Female	Persons	Male	Female
1	Theni	148172	80153	68019	51788	28928	22860	96384	51225	45159
2	Andipatti	136329	77768	58561	115403	66504	48899	20926	11264	9662
3	Periyakulam	151321	83524	67797	67943	38211	29732	83378	45313	38065
4	Bodinayakanur	126106	69748	56358	45826	26202	19624	80280	43546	36734
5	Uthamapalayam	308152	168210	139942	95690	53725	41965	212462	114485	97977
	District Total	870080	479403	390677	376650	213570	163080	493430	265833	227597

Source: District Senses Hand book, Theni

Occupation profile

Table 7: Populations by Broad Industrial Categories of Workers

Sl. No	Industrial Category	District	
		Persons	% to total workers
(1)	(2)	(3)	(4)
1	Total Main Workers	530591	90%
	Marginal Workers	61051	10%
	a) Cultivators	36371	6%
	b) Agricultural Laborers	275585	47%
	c) Household Industry Manufacturing, Processing, Servicing and Repairs	12714	2%
	d) Other Workers	205921	42%
2	Total Workers	591642	47%
	Non Workers	654257	53%
	Total Population	1245899	100%

Community Based Organizations

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. The statuses of CBOs in the district are

- 4560 SHGs with 54725members
- 130 PLFs/CLFs
- 132 VPRCs and
- 81CLGs

Total credit linkage through SHG in the district in the year 2018-19 is 294.15 crores through 7566 SHGs.

Farmer Producer Organization

There are 11 FPOs functioning in Theni District promoted by NABARD and Agriculture Department. There are 3850 share holders from 8 FPOs which are promoted by NABARD and 3000 share holders are part of 3 FPOs which are being promoted by TNSFAC. (Tamilnadu Small Farmers Agribusiness Consortium).The Details are given below

Table 8: Farmer Producer Organisation details in Theni district

Sl.No	Name of the FPO	No.of Share holder	Activities / Intervention	Block Covered	Promoted By
1	The District Farmer Goat Producer Company Ltd	1050	Goat and Milch Animal rearing, Millets and Pulses	Bodinayakaganur	NABARD
2	Periyakulam Mango and vegetable FPC Ltd.,	1150	Mango, Vegetable , Moringa and Milk	Periyakulam	NABARD
3	Chinnamanur Vegetable FPC Ltd.,	500	Vegetable	Chinnamanur	NABARD
4	Gandhigramam Farmers and Herbal Producers Company Ltd.,	700	Herbal and Oil	Andipatti	NABARD
5	Andipatti Vegetable FPC Ltd.,	450	Vegetable	Andipatti	NABARD
6	Silamalai Horticulture Development FPC Ltd.,	under progres	Fruits and vegetables	Chinnamanur	NABARD

7	Agamalai FPC Ltd.,	Under progres	Fruits, vegetables and Spices	Periyakulam	NABARD
8	Mullaiyaru FPC Ltd.,	Under progress	Paddy, Banana and Coconut	Chinnamanur	NABARD
9	Theni Coconut FPC Ltd.,	1000	Coconut Neera	Theni	TNSFAC
10	Pennicuick Collective Farming FPC Ltd.,	1000	Vegetable, Paddy, Banana and Coconut	Theni	TNSFAC
11	Thayagam Collective Farming FPC Ltd.,	1000	Vegetable, Paddy, Banana and Coconut	Periyakulam	TNSFAC

Banking Penetration in the District

In Theni, there are 153 branches of commercial Banks, 11 branches of Regional Rural Bank, 8 Branches of District Central Co-op Bank and a Branch of TIIC as of March'19. The number of public sector banks operating in the District is 12 with 98 branches and the number of private sector banks is 10 with 55 branches. There are no unbanked villages in the district.

Annual Credit highlights

The banks have projected Rs.5253.64 crores for 2019-20. Farm credit loan at Rs.4204.98 crores accounts for the major share of 80% followed by MSME credit 479.16 crore, Housing 165.18 crore, export credit 11.50 crore, Education 89 crore renewable energy 6.72 and other 256.28 crore.

SHG Bank linkage

Total credit linkage through SHG in the district in the year 2018-19 is 294.15 crore through 7566 SHGs.

Joint Liability Groups(JLGs)

The total number of JLGs promoted in the district are 250 by the Development of woman and child welfare trust with the help of Tamilnadu Gramin Bank, Chinnamanur.

MFI Presence:

Tamil Nadu contributes to 16% of the total MFI portfolio in India (8048 crore). There are 25 institutions with 951 branches with a present outstanding of INR 3666 Crores with a member level average outstanding of 14301 INR. Theni District is moderately served by Microfinance institutions. IDFC and L&T, have good presence in district. Ujjivan, Janalakshmi and Equitas are the small finance banks operating in district. Canara Bank leded RSETI and FLC is present in Theni.

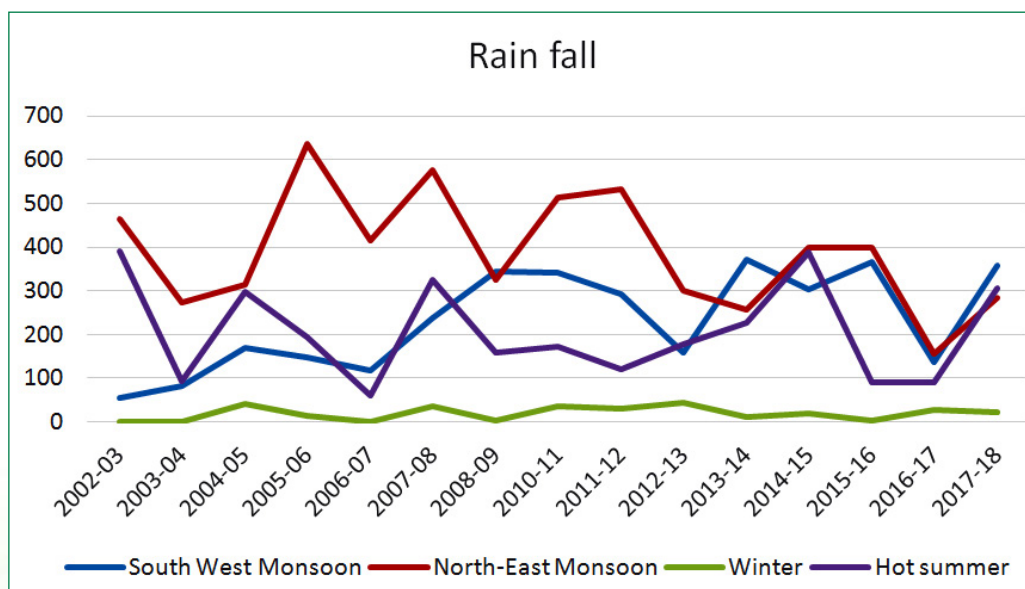
GEOGRAPHICAL FEATURES

Topography

The Western Ghats separate the district from the neighbouring State of Kerala. The district is protected by hills on the western and northern sides and is mostly found with fertile land areas suitable for cultivation of different crops including many horticultural crops. Kambam Valley is situated in Varushanadu and Andipatti hills. The Varushanadu Valley is at the southern end. The Kambam Valley in Uthampalayam taluk is noted for its seasonal vegetations and irrigated by the perennial streams comes from the great hills of the west, which forms the most pleasant part of the district. Periyar Dam irrigate lands in Theni and Bodinayakanur taluk and some parts of Andipattitaluk. Of the cultivable land in Periyakulam taluk, 25% is irrigated by Vaigai Dam and 75% by Manjalar Dam.

Climate and Rainfall

In the plains, the temperatures range from a minimum of 13° C to a maximum of 39.5° C. In the hills, the temperature varies as low as from 4-5° C to 25° C. The district is known for its salubrious climate, hills and lakes. Since district is situated on the foot of Western Ghats and adjoining Kerala State, the district experience cool climate. However, from March to July, the temperature increases.



The below table shows that Theni district get rain fall in all seasons.

Table 9: Time Series Data of Rainfall by Seasons (Last 15 Years)

Sl. No	Year	South West Monsoon			North-East Monsoon			Winter			Hot Summer		
		Normal	Actual	% of Deviation	Normal	Actual	% of Deviation	Normal	Actual	% of Deviation	Normal	Actual	% of Deviation
1	2002-03	178.4	55.4	-68.9	384.0	464.5	+21.0	47.7	0.0	-100.0	222.7	389.8	+750.0
2	2003-04	178.4	82.8	-53.6	384.0	273.7	-28.7	48.4	0.0	-100.0	222.7	92.4	-58.5
3	2004-05	178.4	169.0	-53.0	384.0	314.3	-18.2	48.4	40.5	-16.3	222.7	296.6	+33.2
4	2005-06	178.4	147.8	-17.2	384.0	637.6	66.0	48.4	12.5	-74.2	222.7	194.3	-12.8
5	2006-07	178.4	117.3	-34.2	384.0	416.4	8.4	48.4	0.0	-100.0	222.7	60.1	-73.0
6	2007-08	178.4	237.3	33.0	384.0	576.7	50.2	48.4	36.3	-25	222.7	324.5	45.7
7	2008-09	178.4	345	93.4	384.0	325.2	-15.3	48.4	3.7	-92.4	222.7	157.2	-29.4
8	2010-11	157.5	341.1	116.6	377.5	512.4	35.7	55.1	35.4	55.6	168.3	171.5	1.9
9	2011-12	158.4	292.2	84.5	357.9	531.6	48.5	35.4	29.8	-15.8	168.3	121.1	-26.9
10	2012-13	158.4	159.5	0.7	357.9	299.7	-16.3	35.4	44.6	26.0	168.3	176.3	4.8
11	2013-14	158.4	370.4	133.8	357.9	257.9	-27.9	35.4	10.5	-70.3	168.3	226.9	34.8
12	2014-15	158.4	302.7	91.1	357.9	398.7	11.4	35.4	18.7	-47.2	168.3	387.8	130.4
13	2015-16	158.4	365.9	131.0	357.9	399.4	12	35.4	3.0	-92	168.3	90.5	-46
14	2016-17	190.2	135.9	-28.50	357.9	154.56	-56.81	35.4	26.48	-25.20	168.3	88.9	34.8
15	2017-18	158.4	357.8	125.88	357.9	283.6	-20.76	35.4	22.8	-35.59	168.3	306.5	82.12

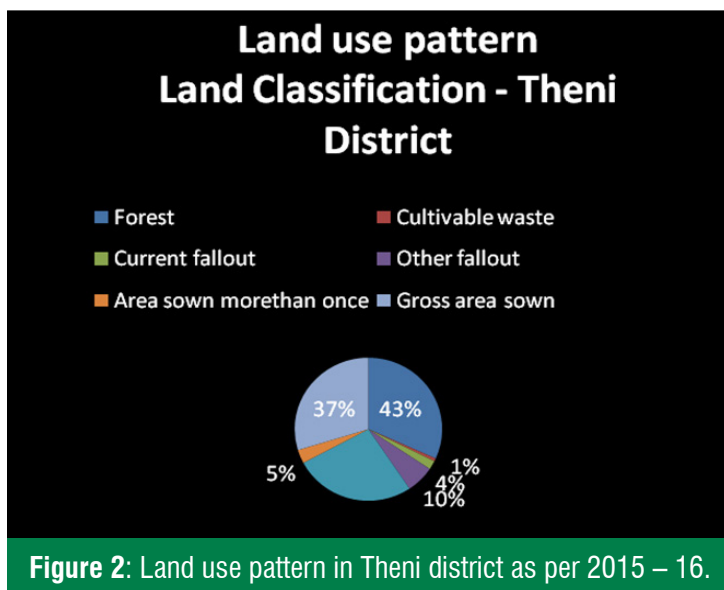
Source: India Meteorological Department, Chennai.

Land and Land use Pattern

The district is bestowed with rich forest resources. Myladumparai and Kambam Blocks have major share of forest area in which Kambam has an equal share of net sown area of more than 40 percent. Andipatti Block has the maximum percentage of net sown area, followed by Periyakulam and Kambam Blocks. While Myladumparai has the least proportion of net area sown. Land put under non-agricultural purposes are relatively higher in urban areas in Theni, Periyakulam and Andipatti Blocks. There is huge scope of increasing the cultivable area in the district through efficiently utilizing the larger proportion of fallow lands.

According to revenue authorities in the district, during collection of data for village and town Directory, has provided data on land utilization. As per data provided the total land area in rural areas was 225192.77 hectares and urban areas was 29731 hectares.

Of the total geographical area of the district, utilization of the area during 2015-16 is detailed below.



Out of total geographical area of 3,24,230 Ha, Gross area sown covered around 1,26,259 Ha (net area sown and area sown more than once) which is 38.90% to Cultivable area in Theni district.

Table 10: Land and Use Pattern (Area Ha)			
Sl.No	Particulars	Area (Ha)	Percentage %
1	Total Geography Area	3,24,230	
2	Forest	1,34,813	43.00
3	Cultivable Waste	2,816	1.00
4	Current Fallow	8,469	4.00
5	Other fallow	26,410	10.00
6	Net area Sown	1,13,167	37.00
7	Area sown more than once	13,092	5.00
8	Gross area sown	1,26,259	

Soil

More than 90% of the soil of the district is classified as red soil and the remaining is black soil. Ideal for the cultivation of Jower, Maize, Paddy & Grams and also have Coconut, Mango, Tamarind commercial horticultural crops. District is characterized predominantly by structural and denudation land forms viz., structural hills, residual hills, linear ridges and pediment. Bazada zone is found well developed at the foot hills on the western and northern part of the district. The valleys are characterized by colluvio-fluvial sediments.

The hilly terrain act as catchment area and runoff zones while the bazada zone bordering the hills form a good recharge zones. The district is characterized by Red, Black and Brown soils. The major part of the area is characterized by red soil, which can be either transported or lateritic (in-situ). These are medium to heavy textured soils with moderate to higher permeability. The black soils are limited to less than 1% of the area. They are fine textured with low permeability. The brown soils are limited to less than 1% of the area and they characterized by low permeability.

Table 11: Types of Soil

Sl.No.	Type of Soil	Places in District (Taluks)
1.	Red Loam	Andipatti, Theni, Periyakulam, Bodinayakanur and Uthamapalayam
2.	Laterite Soil	Andipatti, Theni, Periyakulam, Bodinayakanur and Uthamapalayam
3.	Black Soil	Andipatti, Theni, Periyakulam, Bodinayakanur and Uthamapalayam
4.	Sandy Coastal Alluvial	--Nil--
5.	Red Sandy Soil	Andipatti, Periyakulam, and Uthamapalayam
6.	Calcareous Soil	Andipatti, Theni, Periyakulam, Bodinayakanur and Uthamapalayam
7.	Clay Soil	Andipatti, Theni, Periyakulam, Bodinayakanur and Uthamapalayam
8.	Alluvial Soil	Cumbum Valley

Source: Joint Director, Soil Survey and Land Use, Theni

Table 12: Types of Soil and Area Covered

Type of Soil	Area Covered (Ha)	Percentage of occurrence
Red Loam	64779	50.70
Laterite Soil	14791	11.60
Black Soil	3786	3.00
Red Sandy Soil	23670	18.5
Others (Soil association sand loams, forest & Hills)	181897	16.20

Source: Statistical Hand Book of Theni District, 2011

Minerals & Mining

Minerals in the district include different types of stones, granite and gravel. Sand is commonly found. The mineral base is found to be spread across for the district. Some of which are Stone, Earth, Granite and Gravel. However, exploitation of these minerals are not very exhaustive.

Table 13: Numbers of Mining and Quarrying		
Sl. No	Name of the Taluk	Number of Mining and Quarrying
1	Theni	1
2	Andipatti	7
3	Periyakulam	4
4	Bodinayakkanur	5
5	Uthamapalayam	6

Water Resources

River & Irrigation

The economy of Theni district largely depends on agriculture which play a predominant role for income generation to the farmers. Suriliyar and Vaigai are the two important rivers flows through this district, irrigates larger areas for cultivation of different crops in different seasons. Vaigai river is not a perennial river but flows brimful during monsoon period.

Ground water is the major source of irrigation for both gross areas and net area of sown in the district. Myladumparai Block is completely depends on groundwater sources for irrigation. Theni and Uthamapalayam Blocks come next in groundwater utilization. Periyakulam Block is largely supported by tanks for irrigation. Theni block account for 72 percent irrigated area to total cultivable area.

Table 14: Irrigation Sources		
Sl. No	Source	Hectares
1	Canal	10,085
2	Tank	1,263
3	Tube well / Bore well	10,491
4	Open well	42,535
5	Supplementary wells	98

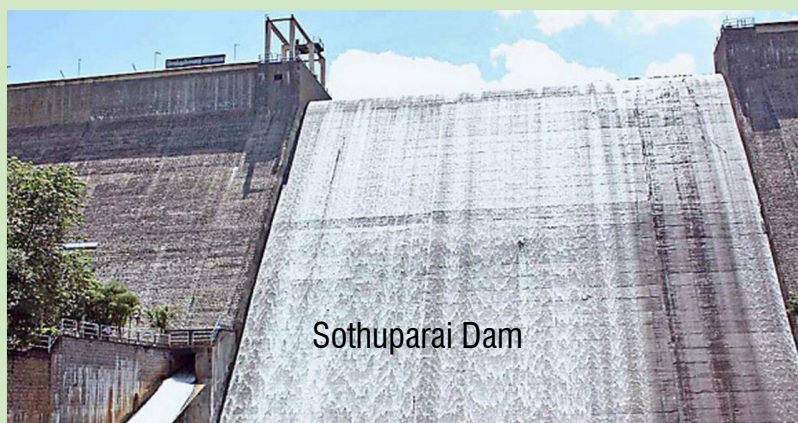
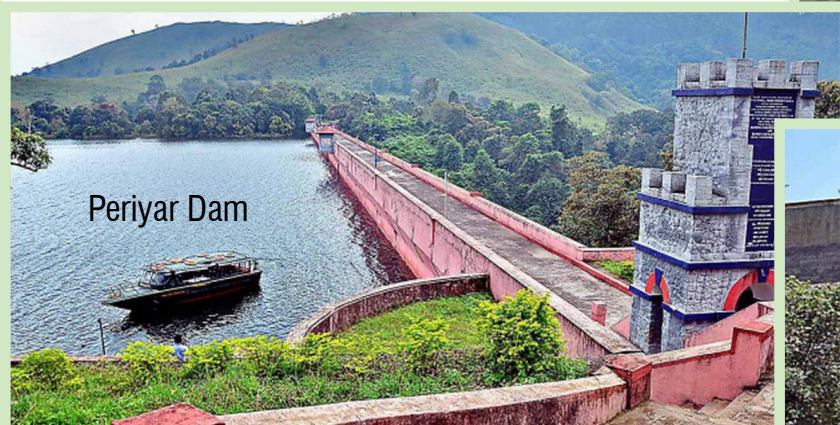
Reservoirs

Table 15: Dam and catchment areas in Theni district

Sl. No	Name of the Dam	Catchment area (in Sq.km)	Water spread area M.Sq.m	Height (Ft)	Capacity (M.cft)	Length of canals in Km.
1	Vaigai Dam	2253.3	24.21	71	6091	51.30
2	Manjalar Dam	119.19	1.96	57	487.35	7.2
3	Periyar Dam	603.00	26.44	136/152	11210/15662	--
4	Sothuparai Dam	46.64	14.46	126	100	7.23

Source: Executive Engineer (PWD) Vaigai Dam, Periyakulam and Madurai

As regards to catchment area, Vaigai Dam covers in vast stretch (2253.3 Sq.km) compare to other, but the capacity in terms of M.cft is higher (11210/ 15662) in Periyar Dam.



STATUS OF GROUNDWATER

From the table, it could be seen that over exploitation of ground water (100 per cent) was noticed in three blocks of Periyakulam, Uthamapalayam and Cumbam. Critical (85-100 per cent) in Andipatti, K.Mayiladumparai and Theni blocks and Semi critical (60-85 per cent) was noticed in two blocks of Bodinayakkanur and Chinnamanur of Theni district. In the absence of any major water intensive industry, the industrial water requirements of the district are also met with from Mullaiperiyar River, Sothuparai dam, Manjalaru, and ground water resources available locally.

Table 16: Block wise of details of ground water potential of Theni district

Over Exploited (100%)	Critical (85 – 100%)	Semi Critical (60-85%)
Periyakulam	Andipatti	Bodinayakkanur
Uthamapalayam	K.Mayiladumparai	Chinnamanur
Cumbam	Theni	

Source : Department of Economics and Statistics, Theni

Details of Ground water table range (in metre) in Theni District

Table 17: Ground water table range

Sl.No	Block Name	Water Table Range(in metre)	
		Minimum	Maximum
1	Cumbam	60	150
2	Theni	85	210
3	Bodinayakkanur	125	230
4	Chinnamanur	175	240
5	Andipatti	185	320
6	Uthamapalayam	185	270
7	Periyakulam	213	243
8	K.Mayiladumparai	250	400

The erratic and deficit rainfall over the last few years have brought down the ground water level.

DISTRICT INFRASTRUCTURE

Power Supply

Table 18: No. of Powerstations

Sl.No	Name of the Power Stations	YEAR of Operation	Installed Capacity (M.W.)	Generation (M.U.)	Station Consumption (M.U.)	Net Unit sent out (M.U.)
1	Hydro					
	01.Suruliyar	27.08.1978	1x35	1028.8	-	-
	02.Periyar	12.10.1958	4X42	1575	114.0784	178.159
	03.Vaigaidam	04.03.1990	2x3	261.76	0.06456	3.13634
2	Thermal	NIL	NIL	NIL	NIL	NIL
3	Gas Turbine	NIL	NIL	NIL	NIL	NIL
4	Wind Mill	2010	585.7	NIL	NA	NA

Table 19: Power Consumptionsector Wise

Sl. No.	Sector	Consumption (M.U)	% of the Consumption (M.U)
1.	Industries	172.20	17.28
2.	Agriculture & Huts	310.00	31.11
3.	Domestic	340.03	34.13
4.	Commercial	69.60	6.99
5.	Public lighting & Public Works	37.55	3.77
6.	Miscellaneous	66.85	6.72
	Total	996.15	100.00

Rural Electrification

Overall, 100 percent of the hamlets are covered under rural electrification.

Road and Railways Network

There is no rail connectivity to Theni district. Broad gauge rail route from Madurai to Bodi is under construction. The road network in the district was well developed with 74.90km of National Highways, 843.09 KM of State Highways, 250.61 KM of major district roads, 1009.798 KM of panchayat union and panchayat roads, and 793.629 KM of Town panchayat roads and 108.23 KM of forest roads.



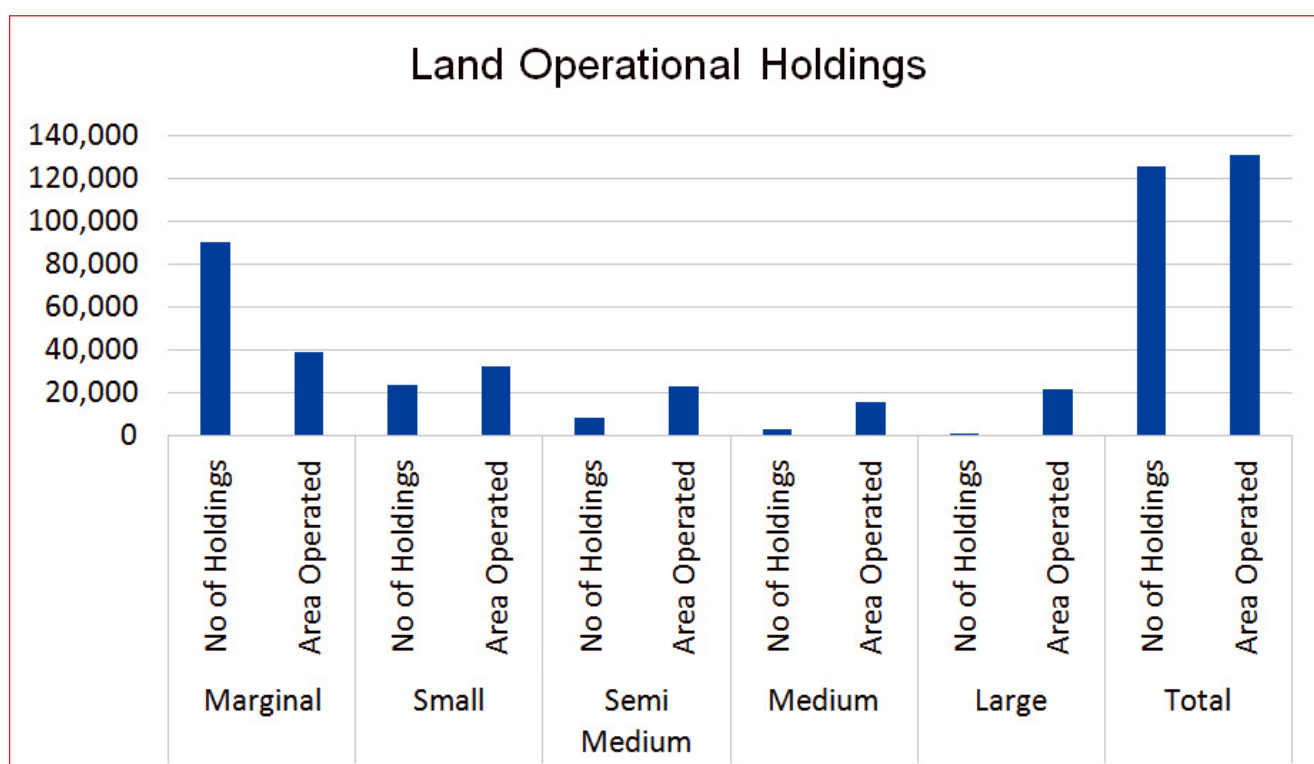
FARM SECTORS

Land Holding Pattern of the farmers

There are five categories of land holdings. They are marginal (below 1 ha), small (1-2 ha), semi-medium (2-4 ha), medium (4-10 ha), large (10ha and above). These details are presented in Table 20.

Table 20: Land operational Holdings as per 2015 – 16 (area in Hectare)

Marginal		Small		Semi Medium		Medium		Large		Total	
No of Holdings	Area Operated	No of Holdings	Area Operated	No of Holdings	Area Operated	No of Holdings	Area Operated	No of Holdings	Area Operated	No of Holdings	Area Operated
90,003	38,799	23,466	32,224	8,487	22,874	2,766	15,743	767	21,292	1,25489	1,30,932



In Theni District where marginal land holdings constitute in huge numbers, but area operated in less than 50%.

Land Utilization

Table 21: Land Utilization for the past five years in Theni district.

Sl. No	Classification	Area (in Hectares)				
		2017-18	2016-17	2015-16	2014-15	2013-14
1	Forest	134812.929	134812.929	134812.929	134812.929	134812.929
2	Barren and Uncultivable uses	12225.562	12224.505	12224.505	12224.505	12224.505
3	Land put to Non- Agricultural uses	24619.055	24619.055	24619.055	24614.755	24614.755
4	Cultivable Waste	2615.954	2815.864	2815.864	2864.365	2864.3.5
5	Permanent Pastures and Other Grazing Land	314.700	314.70.0	314.700	314.700	314.700
6	Land under Miscellaneous Tree Crops and Groves not included in Net Area Sown	1398.805	1411.240	1396.735	1249.660	1212.195
7	Current Fallows	12376.096	12907.596	8468.981	9880.836	10283.011
8	Other Fallows Land	26353.848	25771.275	26410.046	25713.185	27090.499
9	Net Area Sown	109513.255	109353.040	113167.389	112555.269	110833.245
10	Geographical Area According to Village Records	324230.203	324230.203	324230.203	324230.203	324230.203
11	Total Cropped Area	114586.251	115473.500	126259.430	127396.229	123555.795
12	Area sown more than once	5072.996	6120.460	13092.041	14840.960	12722.550

Source: G Return, Deputy Director of Statistics, Theni.

Cropping Pattern and Major Crops

Theni district where Paddy, coconut, sugarcane and Maize are the major crops which constituted larger areas to the total cropped area. Paddy is a predominant crop in Theni, Uthamapalayam, Kambam and Chinnamanur Blocks whereas sugarcane is cultivated in Theni and Periyakulam Blocks in large area. Cereals, pulses and oil seeds are also cultivated in major areas of certain Blocks in the district. Rainfed crops like cotton and groundnut are grown in dry Block of Andipatti. Majority of cropped area in Theni Block is irrigated by various sources. This Block has larger area under paddy, sugarcane, pulses and vegetables. Theni, Periyakulam and Bodinayakanur Block have larger irrigated area under sugarcane. Paddy is cultivated as the major irrigated crop in all Blocks except Mayiladumparai Block where the plantation crops are the major crops.

Cropping Pattern

The sequence of cropping season is from (April to July)-Kharif, (August to November)- Rabi and (December to March)- Navarai / Kodai. Cowpea is one of the important pulses grown in both Kharif and Rabi seasons. Black, Green and Red grams is sown mainly under rain-fed condition.

Area, Production and Productivity of Major Crops

The major crops in the district considering the area of cultivation are Paddy, Cholam, Maize, Banana, Sugar cane and Pulses.

Table 22: Area and Production of Crops				
Sl.No.	Crops	Area (ha.)	Production in tonnes	Productivity Kg./ha.
(1)	(2)	(3)	(4)	(5)
1	Rice (Paddy)	14631	79374	5425
2	Cholam	8297	24115	2907
3	Cumbu	1654	5347	3233
4	Ragi	26	80	3077
5	Redgram	2118	3402	1606
6	Greengram	1558	1063	682
7	Blackgram	1152	803	697
8	Groundnut	2437	8247	3384
9	Gingelly	1727	1637	948
10	Sunflower	150	212	1415
11	Cotton (Bales of 170 kg of lint)	1790	8234	782
12	Sugarcane (in terms of Cane)	5287	586857	111000
13	Chillies	386	197	511
14	Onion	922	10598	11495
15	Banana	5914	379005	64086

Source: Department of Economics and Statistics, Chennai-6(Season and Crop Report-2015-16).

Paddy, Maize, Cholam, Banana and Sugar cane, are the major crops in Theni District, in area of Cultivation but Paddy, Banana and Sugar cane are high water uses and have more regulated approaches. Hence excluding these two crops Maize, Cholam, Cumbu, and Pulses are Stand us Prioritized crops.

Table 23: Major Crops in Area (ha.) to State (2015-2016)

Crop	State	Theni	Percentage contribution to State	Ranking
Maize	355064	9979	2.81	12
Cholam	339166	8399	2.47	12
Cumbu	51606	2023	3.92	8
Pulses	887650	11562	1.3	17

The district contributes significantly to the state's Area of production in Cumbu, Maize, and Cholam. Maize and cholam (Jowar), grown in 9979 and 8399 hectares respectively and ranking 12. Pulses (total) grown in 11,562 hectares in Theni District, ranking 17. There may be possibilities of cattle feed preparation by using Maize, Cumbu and Cholam.

Table 24: Major crops to State Production (MT)-(2015-2016)

Crop	State	Theni	Percentage contribution to State	Ranking
Maize	2532330	70047	2.76	13
Cholam	439619	24115	5.48	7
Cumbu	134331	5347	3.98	10
Pulses	584969	10203	1.74	14

Theni share in terms of production of the state is 5.48% and 3.98% to State in production of Cholam and Cumbu respectively. Theni District's share in contribution to the production of Maize (2.76%),Pulses (1.74%)in Tamil Nadu State. Maize and Cholam are widely cultivated in Theni in terms of area and production.

Other than these crops, especially Banana is unique in this district.

Note: Banana GM 9 variety are mostly cultivated and also export by private companies

Crop	State	Theni District
Maize	7132	7463
Cholam	1301	2907
Cumbu	2616	3233
Pulses	659	995

The average productivity of Maize, Cholam, Cumbu and Pulses at district level is higher than the state level average productivity which could be inferred from the above shown table. This shows the high fertility of soil of Theni district.

Horticulture Crops

In Theni District the major Horticulture crops grown are Grapes, Drumstick, Mango, ,Tomato, Brinjal, Onion,etc., In total about 52,650 ha of area covered by various Horticulture crops in this district. Doubling the production and tripling income of farmers is the prime policy of Tamil Nadu. Encouraging cultivation of traditional cultivars in horticultural crops, adopting Hi – Tech Horticulture technologies, promoting horticulture as a profitable and viable sector by disbursing technologies, encouraging farm mechanization and improved Post Harvest Management etc., paves the way for achieving the above policy.

a. Major Horticulture Crops in Area (ha.) to State

Table 26: Major Horticulture Crops in Area (ha.) to State (15-16)				
Horticulture Crop	State	Theni	Percentage contribution to State	Ranking
Grapes	2146	1713	79.80	1
Lemon	9082	602	6.60	4
Mango	139142	9513	6.80	6
Banana	90993	5914	6.49	7
Guava	8390	346	4.10	8

The district contributes significantly to the state's Area of production in Grapes. The area of cultivation of Grapes to the state is substantial (79.80%). This may owing to the climate and soil of Theni. The cultivation of Grapes is very unique to Theni District.

b. Major crops to State Production (MT)

Table 27: Major crops to State Production (MT) (15-16)				
Horticulture Crop	State	Theni	Percentage contribution to State	Ranking
Grapes	24457	18997	77.67	1
Banana	3028869	379005	12.51	2
Lemon	27568	1951	7.07	5
Mango	869881	27447	3.15	9
Guava	60621	2500	4.12	6

Blockwise Cropping Distribution

Table 28: Major and Minor crops in TNRTP blocks of Theni District

Block	Major Crops	Minor Crops
Periyakulam	Maize, Paddy, Cholam, Black Gram, Green Gram, Mango, Banana, Drumstrick, Tomato and Coconut	Cumbu, Horse Gram, Curry Leaf, Sapota
Uthamapalayam	Cholam, Maize, Mochai, Tamarind, Banana, Mango, Grapes and Tapioca	Paddy, Cowpea, Pulses(Cowpea), Cardamom, Guava and Tomota and Noolkol

Table 29: Area under Top 10 major Crops of Periyakulam Blcok

Sl.No	Major Crop Name	Total Area (Hac)
1	Maize	1982.97
2	Coconut	1722.12
3	Paddy	983.45
4	Cholam	705.51
5	Black Gram	574.90
6	Mango	426.21
7	Banana	411.45
8	Drumstrick	366.39
9	Tomota	297.60
10	Green Gram	243.55

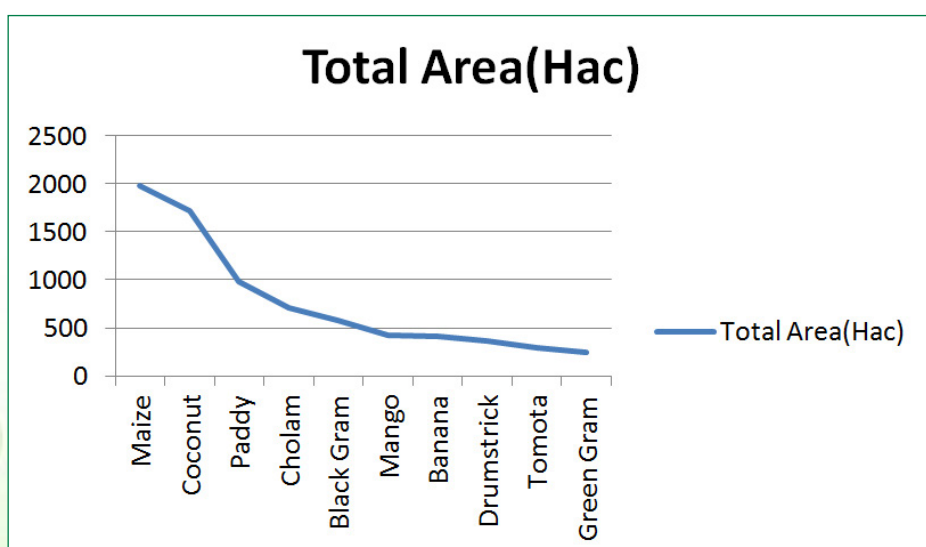
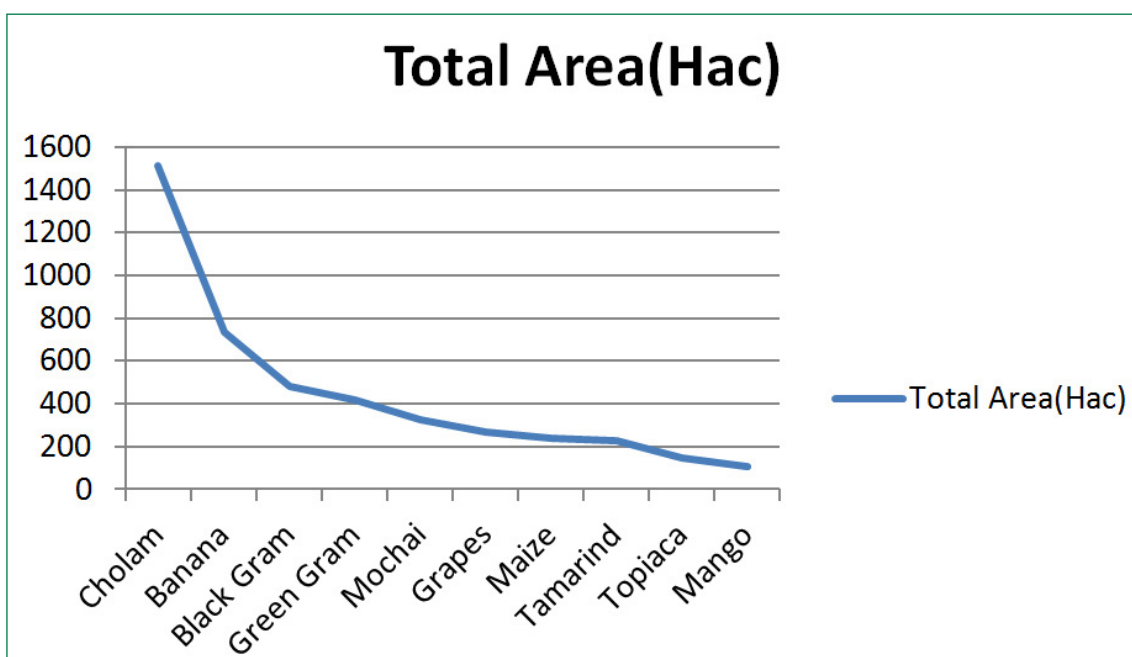


Table 30: Area under Top 10 major Crops of Uthamapalyam Block

Sl.No	Major Crop Name	Total Area(Hac)
1	Cholam	1511.49
2	Banana	736.97
3	Black Gram	482.48
4	Green Gram	419.20
5	Mochai	326.70
6	Grapes	267.90
7	Maize	237.41
8	Tamarind	224.91
9	Topiaca	146.50
10	Mango	107.90



Prioritisation of Crops

Though Paddy, Sugar cane, and Banana are the major crops in Theni district. These three crops are high water users and have more regulated approaches, hence excluded for further interventions. Therefore maize and cholam are the top two prioritized crops.

MARKETING AND STORAGE INFRASTRUCTURE

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

Table 31: Marketing Infrastructure Available in Theni district

S.No.	Type	Total nos
1.	Regulated market(APMC)	7
2	Co-opmarketing societies	2
3	Uzhavar sandais	7
4	Coldstorage Godowns	5

District Regulated Markets

Regulated markets are established for better regulation of buying and selling of Agricultural produce. There are 7 Regulated Markets in Theni District one each at Theni, Cumbum, Chinnamanur, Bodinayakanur, Periyakulam, Andipatti, Thangammalpuram and Uthamapalayam. Apart from facilitating the farmers and traders to trade in the Regulated Markets, the following benefits are given to them through the Agricultural Market Committee, Theni.

Table 32: Regulated Markets Receipts for the year 2017-2018

No.of Regulated Markets	No.of Sub Regulated Markets	Name of the items transacted	Total Receipts (Rs.in Lakhs)	
1	Theni	-	Paddy	10.783
2	Cumbum	-	Cotton	45.455
3	Chinnamanur	-	Groundnut	0.224
4	Bodinayakanur	-	Chillies	0.124
5	Priyakualam	-	Sugarcane Jaggery	0.066
6	Aundipatti	-	Potatao	0.210

7	Uthamapalayam	-	Cholam	0.977
		-	Cumbu	0.288
		-	Ragi	0.001
		-	Blackgram	-
		-	Redgram	0.081
		-	Gingelly	0.078
		-	Coconut	20.097
		-	Onion	0.434
		-	Tamarind	0.520
		-	Silk Cotton	8.582
		-	Mango	-
		-	Banana	6.313
		-	Grapes	0.983
		-	Tomato	0.210
		-	Total	95.216
		-	Other Receipts	30.172
		Grand Total		125.388

Source: District Agriculture Marketing Officer, Theni.

Table 33: Specialized Market Complex in Theni district

	Place	Commodity
Theni District	Cumbum	Grapes
	Odaipatti	Banana
	Chinnamanur	Banana

AGRIBUSINESS OPPORTUNITIES



Maize

Maize is largely produced in Theni district. Most of the farmers are interested in production of maize due to its price and easy marketing. Considering the high nutritional value of Maize, Maize based silage making units could be promoted around dairy farmers with end to end mechanization. The feed industry is growing day to day with poultry, cattle and aqua feed sectors emerging as major growth drivers. Hence there is more chance of establishing cattle feed units in Theni district.

Vegetables

Around Bodi and Theavaram vegetables are growing in all villages, which needs storage facilities and logistics support to boost up marketing.



Grapes

Cumbum valley is a major centre for grape production with 4000 small farmers producing over 90,000 tonnes of Muscat grapes; known locally as “pannier dhrakshai “ & about 10,000 tonnes of thomson seedless grapes. The unique feature here is that the grapes are harvested throughout the year, while in most grape growing centres elsewhere the season ends with summer. Institutions like the Central food Technology Research Institute Mysore, have tested the suitability of the grapes for processing the wine. There is also a scope for value addition in the form of dehydrated grapes using the technology available with Mysore.





Mango

In Theni district Periyakulam block produces large amount of Mangoes. Mango pulp is an important value added product having good demand in domestic as well as international market. Changing food habits in the country has increased consumption of fruit and fruit products and hence market for fruit juice/concentrates/powder/slice/dices have also increased. Increasing number of nuclear families in India particularly in urban and semi urban areas, and increasing number of working women in the country has increased demand of processed fruit products such as mango pulp and beverages.

SCHEMES ON AGRICULTURE AND HORTICULTURE

Different schemes are being implemented in Theni district to disseminate the advanced technologies for increasing productivity and production in all agricultural crops.

I. Centrally Sponsored Schemes:

- National Agricultural Development Programme (NADP) for Paddy, Millets,
- Pulses, Oilseeds, Sugarcane and Enriching Soil Fertility through Green Manure
- National Mission on Oilseeds and Oil palm (NMOOP) – Oilseeds, Oilpalm and
- Tree Borne Oilseed Crops.
- National Food Security Mission (NFSM)- Pulses, Coarse Cereals
- National Mission on Sustainable Agriculture (NMSA)- Integrated Farming System
- Coconut Development Board schemes (CDB) - Coconut
- Sub Mission on Seeds and Planting Materials (SMSP)- Paddy, Millets, Pulses and Oilseeds – Certified Seed Distribution
- Paramparagat Krishi Vikas Yojana (PKVY)- To Encourage Organic Farming
- Pradhan Manthri Krishi Sinchayee Yojana (PMKSY) - Micro Irrigation in
- Agricultural Crops.
- National Horticulture Mission

II. State Schemes

- Tamil Nadu Cotton Cultivation Mission (TNCCM) - cotton
- Mission on Sustainable Dry land Agriculture (MSDA)- Rainfed Millet, Pulses,
- Oilseeds and Cotton.
- Collective Farming –Establishing Farmers Producer Organisation
- Seed multiplication schemes by TANSEDA
- Pradhan Mantri Fasal Bima Yojana (PMFBY) – Crop Insurance
- IAMWARM – River Basin wise Development Scheme
- State Balance Growth Fund

RESOURCE INSTITUTION

I. Paddy -State Seed Farm – Keelagudalur, Cumbum

State seed farm is to multiply the breeder seeds and foundation seeds and distribute them for the further mass multiplication of these seeds as certified seeds at farmers field as a part of Seed Multiplication Scheme. Paddy and Pulses are major part of the Seed production programme in SSF.

II. Coconut Nursery – Kovilpatti, Vaigai Dam:

The Coconut Nursery is to produce and distribute good quality Tall and Tallx Dwarf Coconut Seedlings to the farmers of Theni, Dindigul and Madurai Districts.

III. Coconut Crossing Centre (Tall X Dwarf) – Bodinayakanur.

Coconut Crossing centre is to produce Tall X Dwarf Coconut seed nuts for seedlings distribution to Theni, Dindigul and Madurai District farmers.

IV. Bio-Fertilizer Production Unit- Theni:

Bio-Fertilizers such as Azospyrillum (Paddy), Azospyrillum (Others), Rhizobium (Pulses), Rhizobium (Groundnut) and Phospho bacteria are produced and distributed in arrier(Lignite) based solid form. The objective of the Bio-fertilizer application is to reduce the chemical fertilizer application and improve the Soil fertility status. Bio – Fertilizers are supplied from this Bio-Fertilizer Production Unit to Theni, Madurai,Dindigul,Thanjavur and Nagapattinam Districts.

V. Pesticide Testing Laboratory cum Coding Centre -Theni:

Pesticide samples are taken from both the dealers point and the manufacturers stock point and sent to this Coding Centre. Samples are received from various districts. Based on the analysis report steps are taken to check the movement of misbranded pesticides.

VI. Soil Testing Laboratory-Theni:

Soil Samples are taken from the farmers field (Grid System of Sampling) and sent to Soil Testing Laboratory for analysis. Based on the analytical report of the Soil Testing Laboratory, Soil health cards are generated and distributed to the farmers.

VII. Farmer Training Centre-Theni:

Farmer training centre is to provide village level training to all the farmers for effective transfer of advanced technologies.

ALLIED SECTORS

The livestock and poultry sector provides ample opportunity and have to be developed in this district as the agricultural labourers population can earn income from this sector during the off season or non-cropping periods.

Animal husbandry and Dairy development

A large number of farmers in this district depend on animal husbandry for their livelihood. In addition to supplying milk, meat, eggs, wool and hides, animals, mainly bullocks, are the major source of earning for farmers. Thus, animal husbandry plays an important role in the rural economy. Moreover, livestock sector provides supplementary employment and sustainable source of income to many small and marginal farmers.

Livestock population in the district

According to 19th Livestock Census, the approximate population of the livestock in the district includes 2,64,438 number. Comparison of livestock numbers of 18th and 19th census shows there is considerable reduction of livestock population except sheep.

Table 34: Theni district Livestock population comparison

Sl. No.	Cattle	2007 (18 th)	2012 (19 th)	% of growth over previous census
1	Cattle	136791	106319	-22.28
2	Buffalo	5351	2434	-54.76
3	Sheep	52247	87489	+67.45
4	Goats	109370	94625	-13.48
5	Horses & Ponies	186	135	-27.42
6	Pig	4883	4044	-17.18
	Total Live stocks	344521	264438	-23.24
	Total Poultry	1715304	484151	-71.77

Rearing livestock is an allied activity of the agriculture in the district. In order to increase breeding of better cattle, the Government have taken several viable measures through the Animal Husbandry Department. In order to sustain the animal husbandry activities, facilities such as 26 Veterinary Dispensaries (26) Veterinary Hospitals (3) Mobile Veterinary Unit, Poultry Extension Centre

at Vaigai Dam, Rinderpest Check Post at Lower Camp, Rinderpest Vigilance Unit at Bodinayakanur and 6 Upgraded Veterinary Sub-centres and 68 Veterinary Sub-centres rendering services to the needs of the farmers.

Dairy development

Dairy sector is important not only as the producer of highly nutritious food products, but also for the sustenance of poor farmers and over all prosperity of the farming community. The district holds about 477 milk societies at Theni. Overall milk collected by the Societies is around 1,25,000/- litres per day. Aundipatti, K.Mailadumparai and Bodinayakanur blocks have more number of Societies K.Mailadumparai block have 123 Societies, procured 40,816 litres milk per day. Which is highest in the district, Uthamapalayam blocks have 65 Societies, procured 12,730 litres per day which is lowest in district.

Poultry development

Poultry rearing is one of the important activities of Animal Husbandry Sector in the district. Total Poultry unit as per 19th census is 4,84,151.

Fisheries

The total inland fresh water spread area in the district is about 156.117tonnes.Vaigai dam is one of the major inland fishing area of Theni district.

Sericulture

The scope for improving sericulture further is bright in Theni district as the demand for silk yarn has been growing every day. Self-help groups were best promoters of sericulture, which would generate rural employment on a large-scale.764.16 acres of land is under mulberry cultivation in this District.

In the 764.16 acres of mulberry cultivation, 5,40,178 kg of cocoons is produced with a value of 2484.78Lakhs.

Table 35: Sericulture in Theni district

Name of the block	Area under Mulberry (Ha)	Production of Cocoons in Kg	Value (in Lakhs)
Theni	69.43	50802	55.88
Periyakulam	61.13	17340	18.21
Bodinayakkanur	90.79	69620	76.58
Chinnamanur	52.63	37728	39.61
Uthamapalayam	26.11	14406	15.13
Cumbum	28.34	8462	8.04
Mayiladumparai	103.25	40959	43.01
Andipatti	52.02	26518	29.17
Total	483.70	265835	285.63

Industrial Scenario

Theni District is one of the industrially backward districts in Tamil Nadu. During 2008 – 09, Theni district contributes 1.23 % of Gross district domestic product of the state where the role of agricultural sector is predominant. The high performing agricultural sector trend in the district spills over to the secondary sector too. The district is dotted with a number of agro based, small and medium scale food processing industries. The industry sector employs about 55,000 people. There are a total of 5,375 MSME units involved in various activities such as food processing units, manufacturing of electrical components and other minor metal products. These units generate significant employment opportunities; they employ a total of more than 13,000 people in the district. There are also a number of other medium scale units including textiles, rubber products, chemical products and other transport equipment industries.

As regards to industries, cotton ginning, and extraction of oil from various oil seeds, cotton and chilly trading are the core business activities in Theni district. Interestingly, there are many Textile industries are functional in and around Theni, providing employment opportunity for the local people. Vermiculite used for manufacturing cement and paints are available in areas of Kambam Valley. Industrial estates have come up with orientation for small scale and cottage industries though the district is predominantly agricultural land.

For long, handloom weaving is the major household industry in the district. Other cottage based activities making toys and dolls, processing of food articles, manufacturing of safety matches and its allied articles etc. Theni district is agriculture based. Kambam Valley is a major centre for grape production called “Muscat grapes”; known locally as “Paneerdhrakshai” and also cultivate Thomson



seedless grapes. Interestingly, the district harvest grapes throughout the year, while in most grape growing centres elsewhere the season ends with summer. Institutions like the Central Food Technology Research Institute, Mysore, have tested the suitability of the grapes for processing to wine. Thus, setting up of industries based on grapes.

Further, the SIDCO Industrial Estates at Theni and Aundipatty are symbols of the growing industrial development in the district. Various manufacturing activities are carried out in these estates, ranging from the processing of various food grains to the manufacturing of chemicals. A few textile and rice mills have also been set up recently in these industrial estates. In terms of large scale industries, there are a total of 11 textile companies, one paper company, one chemicals manufacturing company and two food processing companies operating in the district. The textile and food processing companies also export some of their products to other countries. The district is set to witness further growth in the textiles sub sector; and new textile units and spinning mills.

It is envisaged that the robust agrarian economy in the district has led to the development of trade and commerce for agricultural produce. Bodinayakanur, in particular, is a major market place for agricultural produce such as cardamom, coffee, tea and black pepper. The huge amounts of cardamom traded along with the presence of an auction centre for cardamom has led to this city being called the 'Cardamom City' of Tamil Nadu.

The availability of rare herbs and medicinal plants in Mega Malai & Aga Malai offers promotion of medicinal extraction units in a big way. The concentration of Coconut & Banana trees in Theni offers promotion of Coconut & banana based industries in this district. Mango plantation is largely done in Periyakulam & Bodi blocks of the Districts. By and large, the district is suitable for promotion of agro-based industries.



Table 36: Overview of the Industrial scenario of Theni district

S.No	Type	No. of units	Investments in Lakhs	Employment
1.	Large scale	10	83255	6211
2.	Medium scale	5	3970	2014
3.	Micro & small	6526	12053.85	21371
4.	Industrial Estates	2	Theni & Aundipatty	

Existing Status of Industrial Areas in the District Theni District

SIDCO industrial estate in Theni & Aundipatty Block contributes a lot towards providing employment opportunities to Youth.

Table 37: SIDCO Industrial Estates Infrastructure details:

Sidco Industrial Estates in Theni District		
Details	Theni	Andipatty
No of Sheds Constructed	37	5
No of Sheds Allotted	37	5
Tiny Sheds Constructed	20	--
Tiny Sheds Allotted	20	--
No of Developed Plots	20	--

Activities engaged in SIDCO Industrial Estates

- Processing of Dhall
- Manufacturing Red and Yellow Oxide
- Textiles
- General Engineering
- Manufacture of Rice Milling Services
- Milk Chilling
- Rubber Balls

Theni district Micro & Small Enterprises Sector

Table 38: Micro & Small Enterprises details of Theni

MICRO & SMALL ENTERPRISES (Total Investments Rupees in Lakhs 12053.85)				
No	Classification of MSME	No of units		Employment
1	Agro based / Flour Mill/ Food product	609	1126.65	1736
2	Soda Water	143	257.40	215
3	Cotton Textile	486	1701.05	1029
4	Woolen, Silk & artificial Threat based cloths	72	201.60	464
5	Jute and Jute based	0	0	0
6	Readymade garments & Embroidery	2752	3852.80	9632
7	Wood / Wooden based furniture	93	232.40	372
8	Paper and Paper products / Printing	167	459.25	418
9	Leather based	5	14.25	24
10	Rubber, Plastic and Petro based	92	644.50	545
11	Chemical / Chemical based	137	171.25	357
12	Mineral based	269	494.96	2148
13	Metal based (steel fab)	16	19.50	46
14	Engineering units	152	385.20	471
15	Electrical machinery and transport equipment	0	0	0
16	Repairing and servicing	1150	1385.40	2415
17	Others	383	1107.64	1499
	Total	6526	12053.85	21371

There are about 17 types and 6526 units of Micro small and enterprises in the district which provides employment to about 21371 employees with an investment of 12054 lakhs. Agro based, Textiles & Readymade garments, Mineral based and coir products form the most prominent ones.

Table 39: Medium Scale Enterprises in Theni district

MEDIUM SCALE ENTERPRISES						
Sl. No	Name of the large scale industry	Item Mfg	Location	Capacity	Investment (lakh Rs)	Employment
1	Paragon of the Medium Industry	Paper Board and Paper	Perumal goundanpatti	10000 MT	506	60
2	Eastern Condiments P.Ltd, Mariammankoilpatti, Bodi	Curry Masala	Mariamman koilpatti	1000 MT	734	308
3	Bojaraja Textiles Mills Ltd, PC Patti, Theni	Cotton Yarn	PC Patti	35936	834	666
4	Alagendra Textiles, Periyakulam Road, Theni	Cotton Yarn	Theni	1049.70 Lakhs	992	890
5	Sri Renuga Ginning Mill, CumbumRoad, Theni	Cotton Yarn	Theni	14112 Spindles	904	90
	Total				3970	2014

There are about 5 types of medium industries in the district which provides employment to about 2014 employees with an investment of 3970 lakhs Agro based, Readymade garments & textiles form the most prominent ones.

Large Scale Industries in Theni District

Table 40: Large Scale Industries in Theni district

S. No	Name of the large scale industry	Item Mfg	Location	Capacity	Investment (lakh Rs)	Employment
1	Shri Renuga Textile Mills Ltd, Mariammankoilpatti, Theni	Cotton yarn & Towel	Theni	159672 Spindles	33600	2950
2	GGN Spinning Mills P.Ltd, Madurapuri, Vadaveeranayakanpatti	Cotton yarn	Madurapuri	21600 spindles	1856	219
3	Rajashree Sugars and Chemicals Ltd, varatharajapuram	Sugar	Gullapuram	130000 MT	20000	732
4	NishaKisan Spinning Mill P.Ltd, koilpatti, Aundipatti	Cotton yarn	Aundipatti	10888 spindles	5855	456
5	Menaka Cotton Mills P.ltd, vaigai Dam Road, k.vilakku, Aundipatti	Synthetic Knitted Socks	Aundipatti	43,75,000 Pairs	1211	175
6	L.S.Mills Ltd, Madurai Road, Theni	Cotton yarn	Theni	68,78,00,000	5579	874
7	TheniGurukrishna Textiles Ltd, Unjampatti, Theni	Cotton yarn	Unjampatti	35,000 Spindles	3154	160
8	TATA Coffee Ltd, Jeyamangalam	Coffee powder	Jaya Mnagalam	2800 MT	9000	135
9	Sibi Krishna Textiles (p)Ltd, Lakshnipuram, Periyakulam	Cotton yarn	Lakshnipuram	960 spindles	1000	150
10	Anna Co-Op Mill Ltd, K.vilakku, Andipatti TK	Cotton yarn	k.vilakku	2000	360	
	Total				83255	6211

There are 10 large scale industries in Theni District listed below in Table. Which provides employment. Textile & Spinning milling share the main types of large industries in Theni district. These industries thrive on the raw materials from the farm sector.

Existing Status of Industrial Scenario in Theni district

Table 41: Existing and Emerging Status of Industrial Scenario in Theni

Existing industries scenario	Emerging industries scenario
Rice milling	Agro processing industries (Tamarind, Banana, Mango & Spices etc)
Handloom Industry	Floriculture (Grapes, Coconut & Medicine Plants)
Textiles & Garments	Organic Pesticides & Manures (Bio manure & Pesticides)
Metal product	Dairy development (Cattle feed Mixture units, VermiCompost units)
Agro Industries	Hotel & Tourism (Restaurants & Millet hubs) Renewable energy – Wind Mill Spices / Cardamom processing (Dryer Go downs) Packaged drinking water / Bakery (Bakery Products & Nutrition foods) Sericulture

Existing and Possible Clusters of Micro & Small Industries in Theni District including TNRTP Blocks

Table 42: Existing and Feasible Industrial Cluster details

Existing cluster	Feasible Cluster	Block
Coir cluster	Agro processing Industries- Tamarind Guava & Mango,	Periyakulam
-	Spice & Paddy	Uthamapalayam
-	Spice, Mango processing , Cardamom Processing	Bodi
-	Oil products & Napkins, Floor mates	Theni
-	Readymade garments & Fruit Processing	Cumbum
-	Wood Products	Koodalur
-	NTFP & Cashew nut	Mayildaumparai
-	Millets & handloom	Andipatty

Table 43: Details of existing coir cluster

1	Principal Products manufactured in the cluster	Coir & Coir products
2	Name of the SPV	Co operative Society, Nodal Agency, GM DIC
3	Location	Sengulathupatti near Periyakulam, Theni District
4	No of functional units in the cluster	70
5	Turnover of the clusters	2 crore
6	Value of exports from the clusters	-
7	Employment in cluster	700
8	Average investment in plant & machinery	1 lakh
9	Major issues / requirement	Technology, Product diversification Marketing & Finance
10	Presence of capable institutions	DIC, Coir board
11	Thrust Areas	Value added
12	Problems & constraints	Nil

Major Exportable Commodities

Table: 44 Major Export Commodities

Products	Countries to which Exported
Cotton Yarn & Printed Fabrics	USA, Europe
Freeze & Dried Coffee	Russia, Japan
Cotton Socks & Fleece	USA, Europe

The Following table provides the possible industrial activities of which can be promoted in Theni district.

Cotton Yarn

Cotton Yarn Textiles industry is growing on a steady state in Theni. There are many textile industries and they do spinning, weaving, and stitching. The main products are yarns, terry towels, fabrics, polyester. consumer garments, industrial garments and other textile products. These mills making have grown in and around Theni, providing jobs for many people.

Potential area for investment Opportunities:

Processing of Cashew Nut, Processing of Silk Cotton, Processing of Spices, Cold Storage, Herbal Cultivation and Processing, Bakery Products & Nutrition Foods, Manufacture of Note Books, Dhal Processing, Mango Pulps, Juices, Jams, and Squashes, Pasteurization of Milk, Tourism Industry like hotels and restaurants, manufacture of Coir Products, Corrugated Boxes, Readymade Garments, Solar Equipments, Grapes resin and Juices, Masala Products, Wooden Furniture, Tamarind Paste, Neem Based Products, Vermi Compost, Bio-Manure and Pesticides.

Connectivity

- Theni is Enclosed by 2 major NH namely Madurai – Kumaly& Madurai – Bodinayakkanur NH 85.
- The District has a road length of 2943 KMs of metalled roads.
- All the Villages well connected by roads & transport system
- The head quarters of the Theni District is well connected with other major cities of the state both by express bus routes.
- Nearest Air port is Madurai – 77 KMs
- Nearest Railway Junction – 77 KMs
- All Villages has telephonic connectivity and Communication needs

Theni is well connected by Road network. The connectivity and proximity to near by districts leads to Theni an investment paradise to the industrialist.

Service Sectors

The contribution of the service sector to Theni's output is expected to rise from 59% in 2008-09 to 67% in 2014-15, driven from growth in the real estate and banking and insurance sectors. Banking and insurance and real estate are expected to contribute to 10% and 16% of the district GDP in 2012-13 as against the 7% and 12% in 2008-09.

The services sector employs 1.52 lakh people in the district. The district houses a number of health care facilities ranging from 6 hospitals to 54 PHC and 162 health sub centres. These sub centres are spread around the villages of the district, making it easily accessible for the villagers.

However, these healthcare centres are staffed by only 231 doctors and 498 nurses, which might prove to be fairly inadequate for the district's inhabitants. Additionally, the district also has 55 private bank branches and 8 cooperative bank branches. There are 76 Restaurants, 334 other eating and drinking centres are presents in Theni district.

Potentials for Service Industry

BOP, Hotel, Hospitality enterprises, Eco - Toursim, travel agency, Rural BPO, Industrial laundry, Tailoring, Pathological lab, integrated diagnostic centers, Beauty parlors & crèches, Fitness centre for men & women, Hygienic Broiler (Beef), Chicken, mutton shop, interior design, upholstery, Power system maintenance, Manpower agency, Weighing Bridge repairing & maintenance, digital printing, Embroidering & chamki work, re packing of agricultural produce.

Wind Mills in Theni district

There are more than 200 wind mill units are existing in Theni District and generating power around 200 MW. With high potential for wind power generation and availability of large tracts of open land and an excellent climate, several new companies, including foreign wind power units, have been thronging the district for setting up of windmills. The total number of functioning windmills now has gone up to 210, which was just 85 in May 2010. Gandamanur, Rasingapuram, Kamatchipuram and Andipatti are some potential pockets

The Spain-based wind turbine manufacturer had been developing large scale wind farms swiftly in Theni. At the same time, power generation through wind turbines has also been increasing sizably with sudden increase in flow and velocity of the wind from the Western Ghats this season.





THENI TOURISM

Theni district is popular for its resounding cascades, silver-lined clouds resting a top billiard green hill tops, sheer rock faces and temples of antiquity. These unique places warm the soul and provide the much-needed balm to the mind. Rustic ambience, hospitality of the local populace and their pastoral way of life make the destinations in Theni district is a tourists' dream. This district is surrounded by the western ghats, with it ubiquitous green stretches of cultivated lands and tea gardens. Silk cotton, soft towels, coffee seeds, cardamom, mango, are the main produce of the district.

Rural Eco Tourism

Theni District is full of Mountains & Rivers. There is a high tourism opportunity in Mega Malai & Agamalai hills. Kurangani Hills provides opportunities for Trekking also. It is an untapped place which has high potentiality for tourism. Millet Food Hubs can be established in these places to attract the people. These millets should be grown by organic farming. Suruli Falls in Cumbum & Kumbakarai Falls in Periyakulam attracts people all over Tamil Nadu during the seasons. Vaigai Dam ,Sothuparai Dam & Manjalaru Dam also attracts Tourists. Highway Wavys (Mega Malai) is one of the major tourist spot in Theni District. Agamalai, Vaigai Dam, Sothuparai Dam, Manajlaru Dam, Kumbakkarai Falls are all falls under TN RTP Periyakulam Block. So there may be a high potential for forming a rural tourism package in this area.

Important Places

Veerapandi

Gowmariamman temple, a 14th Century Temple built by King Veerapandi of Pandya Dynasty is the famous temple here . It is believed that the king got back his lost sight after sincere and devoted prayer to Gowmariyamman and Kanneeswaramudaiyar. Mullai River, a perennial source of water flows through Close to the temple.



Kumbakkarai Falls

It's source is River Pamba. It is a feast of nature and yet another tourist attractions for all. Kumbakkarai falls is located 8 km from Periyakulam and on the foothill path of Kodaikanal. The origin is from the Western Ghats, passes through the rocky zones and pastures to flow down as Kumbakkarai falls. In the process of long travel the water Falls bring down the goodness of minerals and



herbs of the mountain that can cure skin diseases and other related ailments. Bathing here is a pleasure and also medicinal cleansing too. This is lesser known to tourists. Very popular with locals and people around the district. This takes a Two Stage fall. The first collects the water in rock recess named after wild life animals. In the second stage river Pamba flows for initial stretch of few kilometers and drops down as Kumbakkarai Falls and it is a perennial source of water. A five centuries old temple of Goddess Thadagai Nachiamman is near the falls and visited by devotees in large number.



Suruli Falls

That drops from a height of 150 feet gathers into a pool, flows for a short distance and again drops to a depth of 40 feet, offering a spectacular sight of nature's raw and wild beauty. This is a 'round the year' fall which attracts tourist throughout the year. June-October is the best season when the water flow at is best. Silapathigaram, a Sangam Literature mentions about this falls.

Spiritual Tourism

Suruli Andavar Temple at Suruli , Saneeshwarar Temple in Kuchanur & Gowmariamman Temple in Veerapandi receives pilgrims during the festive seasons. St. Xavier Church at Rayappanpatty capture Christians throughout the year. Vabarpallivasal at Cumbum is important for muslims.



Meghamalai

Meghamalai is also called as “Paccha Kumachi” which means green peak is at 1100 mts altitude. During British period this was popularly called as High Wavy Mountain. Since the peak is covered with clouds always, locals call it as Megamalai.



INCREMENTAL HUMAN RESOURCE AVAILABILITY

The current work force is estimated to be 5.18 lakh, which is estimated to grow to 6.28 lakh by 2022. The incremental availability of human resources in 2012-17 is estimated to be 52,000 and in 2017-22, the incremental availability is estimated to be 58,000.

The highest incremental human resource availability is expected at the unskilled level, while the lowest incremental availability is estimated at the semi-skilled level.

Table 45: Incremental Human Resource Availability by Skill

Incremental Human Resource Availability (in 000s)	Unskilled	Semi skilled	Skilled	Total
2012 – 17	36	5	11	52
2017 – 22	39	4	15	58

Incremental Human Resource Requirement

The incremental human resource requirement will be highest in the unorganized sector. Construction, textiles, retail, BFSI, transportation and logistics and food processing are expected to see a moderate increase in human resource requirements. The human resource requirement in the agriculture sector is expected to decline by 18,000 in 2012-17 and 15,000 in 2017-22.

Table 46: Incremental Human Resource Requirements by Industry

Incremental Human Resource Requirement (in 000s)	Unskilled	Semi skilled	Skilled	Total
2012 – 17	17	14	19	49
2017 – 22	29	22	26	77

Qualitative Skill Gap

The largest skill gap is at the semi skilled level at 9,000 in 2012-17 and 17,000 in 2017-22. There is estimated to be an excess availability of human resources at the unskilled level. However, with an increasing number of youth opting for skilling, this gap is expected to decline by 2022. At the skilled level, the gap is estimated to be 7,000 in 2012-17 and 11,000 in 2017-22. The aggregate negative skill gap indicates the need for skilling the unskilled to bridge the skill gap and create additional employment opportunities to meet the fall in human resource requirements precipitated by the change in human resource requirements in the agriculture sector.

Table 47: Skill Gap in 000s

District Skill Gap (000s)	2012 - 2017				2017 - 2022			
	Un skilled	Semi skilled	Skilled	Total	Un skilled	Semi skilled	Skilled	Total
Incremental Human Resource Requirement (in 000s)	17	14	19	49	29	22	26	77
Incremental Human Resource Availability (in 000s)	36	5	11	52	39	4	15	58
Skill Gap	-19	9	7	-4	-10	17	11	18

Note: Figures in parenthesis indicate excess supply

Source: Athena Research

Theni district is one of the most backward district of Tamilnadu. Its contribution to state GDP is just above one percent. The district economic activities mainly depends on agriculture and small scale industries. High dependence of people on agriculture leads to disguised unemployment as a consequence the average skill levels of the district have remained low.

There is very little industrial development in the district. Only two industrial estate have been set up in the district, however, most of these units are automated and do not generate substantial employment opportunities. Further, most of the land area currently used for agricultural purposes is small, which does not allow for large scale mechanization processes, resulting in lower wages. In the absence of adequate demand for labour coupled with low wages, most of the people seem to be averse to acquiring skills.

There is low awareness of opportunities about skill training presents in Theni district. There is lake of awareness among youth about the entrepreneurship development. So entrepreneurship development program may be conducted along with all stake holders department will reduce the skill Gap in Theni district.

COMMODITY PRIORITIZATION

Commodity Prioritization Table							
S.No	Criteria	Description	Commodity				
			Banana, and Paddy	Maize	Cholam (Jowar)	Cumbu (Bajra)	Cowpea (Pulses)
1	Trend in number of producers involved in the commodity	For commodities which has large number of producers.	Water Intensive crop. Hence not prioritized	>100%	>100%	Positively	>100%
2	Community Interest	Economic viability, Staple food, Knowledge and technology availability, Extension services, Awareness about Market availability		Most of the farmers are interested in production and sale directly to the Market. Cropped in Two seasons.	Raised under rainfed conditions Under water stressed conditions	Cumbu as a Traditional and protein rich crop are cultivated in long period.	Very much Interest to cultivate because of high demand in kerela market.
3	State/National Priority (Thrust from government)	State/National Government Schemes and Investments		NIL	Fodder development scheme has implemented	NIL	NFSM- Pulses XII Plan (National Food Security Mission)
4	Comparative advantage	Production, Favorable climatic conditions, GI type characteristics, Uniqueness emerging out of Ethnicity and culture, A prevalent cluster.		Major share of production,, High demand for Cattle feed industries, Soil and climate favourable for Maize production	Easily sales the produce in local market and also cost of cultivation is very low to other crops.	Short duration crop, Less cost of production. cultivation both irrigated and rainfed	Short duration crop, cost of cultivation is low. cultivated both irrigated and rainfed.
5	Access to Market	Ability to sell the produce at a remunerative price- Local, National		High demand for Cattle Industries – Local and National	Moderate demand in local and nearby district's Market.	Moderate demand in local market	High demand local and kerela market.
6	Opportunity for Value Chain Interventions	Productivity and value added products.		To established cattle feed industries in Block level	To create storage facilities within the area. To provided loan against produces (75%)	To establish millet bakery unit.	To established seed farm for ensure the quality seed and also to transfer the cultivation techniques.

Source: Salient Statistics on Agriculture, Agriculture Department.

SWOT ANALYSIS OF THENI DISTRICT

SWOT (Strengths, weaknesses, opportunities, and threats) analysis is a framework used to evaluate a district's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential

STRENGTHS	ISSUES & CONSTRAINTS
<ul style="list-style-type: none"> • Potential for Agriculture and Horticulture Produce. • Road and Logistics supply • Conductive eco – system 	<ul style="list-style-type: none"> • Semi-skilled and un skilled • Farmers participation limited to produce • Value addition of food products • Integrated adoption of technology farming • Majority of marginal farmers
OPPRTUNITIES	THREATS
<ul style="list-style-type: none"> • Fruits, spices and condiments produce • Viability for inputs of vegetables • Cold storage • Increase the value addition of food processing and marketing • Market potential 	<ul style="list-style-type: none"> • Quality parameters • Support mechanism • Processing units

CONCLUSION

Theni district is an agrarian and industrial backward district. Ground water is the major source of irrigation in the district. The rainfall pattern of the district is erratic. During failure of monsoon, farmers are cultivating rainfed crops like maize, cholam, cumbu and pulses also. More than 83% of the farmers are small and marginal. Woman are engaged as agricultural labourers mostly involving inter cultivation activities and livestock, growing.

Under farm sector the commodities that could be prioritized are maize, cholam, cumbu and cowpea (pulses). Maize is widely cultivated in two season of all 8 blocks of Theni district. Maize cultivation under both irrigated and rainfed conditions. When water availability is low, farmers are prefer to cultivate maize and pulses. Pulses like cow pea cultivated in TNRTP blocks in more acreage and market to Kerala.

Interventions such as distribution of hybrid seeds through seed farm grower, micro nutrient mixture , green manure ,bio fertilizer and pesticides,machinery and farm implements for important crops like maize,cholam,cumbu and pulses. To promote the seed farm by contract farming for quality seed production and distribution and also promote agriculture marketing Commodity group formation ,market intelligence and dissemination, facilitation of contract farming, training and exposure visits, arrangement of buyer seller meets, strengthening of market extension centre are some of the intervention. Horticulture crop like grapes, mango and drumstick are unique crop in theni district. There is a high potential to improve the productivity and value added product in all this crops.

Theni district has rich livestock wealth,the district possess all types of livestock like cattle, buffalo, goats, sheeps and poultry. Availability of maize, cholam, cowpea and pulses give more opportunities to establish cattle feed mixture units, which could supplement the dairy development.

In Nonfarm sector coir product is major one in Periyakulam block. Nonfarm activities are not addressed in Periyakulam and Uthamapalayam blocks. Rural tourism is one major opportunity which could be promoted in theni district especially in Periyakulam block.



GLOSSARY

CLG	Common Livelihood Group
DIC	District Industrial centre
FPO	Farmer Producer Organization
KVK	Krishi Vigyan Kendra
MSME	Micro Small and Medium Enterprises
NABARD	National Bank for Agriculture and Rural Development
NAF	National Agro Foundation
NTFP	Non Timber Forest Produce
PMKSY	Pradhan Mantri Krishi Sinchayi Yojana
PLF	Panchayat level federation
SHG	Self Help Group
SFAC	Small Farmers Agribusiness Consortium
TANSEDA	Tamilnadu State Seeds Development Agency
TNIAMP	Tamilnadu Irrigated Agriculture Modernisation Project
TNSFAC	Tamilnadu Small Farmers Agribusiness Consortium
TNAU	Tamilnadu Agricultural University
VPRC	Village Poverty Reduction Committee