

**DISTRICT DIAGNOSTIC STUDY - 2019**

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**DISTRICT DIAGNOSTIC STUDY**  
**TIRUNELVELI**



## DISTRICT DIAGNOSTIC STUDY - 2019

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**GLOSSARY**

<b>FPO</b>	Farmer Producer Organization
<b>KVK</b>	Krishi Vigyan Kendra
<b>MSME</b>	Micro Small & Medium Enterprises
<b>NABARD</b>	National Bank For Agriculture & Rural development
<b>SHG</b>	Self Help Group
<b>VPRC</b>	Village Poverty Reduction Committee
<b>PLF</b>	Panchayat Level Federation

### **Summary**

Tamil Nadu Rural Transformation Project (TNRTP) envisages leveraging the strategies and investments made in the projects Pudhu Vaazhvu Project to harness the institutional and knowledge capital for promoting inclusive economic development and growth for a transformative agenda in rural Tamil Nadu. This is envisaged through business promotion, value chain development, and skilling for youth for employment generation in the proposed 120 blocks from 26 districts of Tamil Nadu.

The District Diagnostic Study is envisaged to study and prioritize the commodities which focused on farm, off farm and non-farm sectors and based on their potentiality in Tirunelveli District. Further to the secondary data collected, template using criteria like number of producer's involved, comparative advantage etc. was created to finalize the commodity under farm and non-farm sector.

### **1.0 Objectives of the District Diagnostic Study**

- To assess the socio-economic challenges and opportunities for the identification of cross-cutting /binding constraints to inclusive growth at the district level.
- To identify and prioritize current and potential value chains.

The study broadly analyses the indicators, such as social profile, rural profile, urbanization trends and labor mobility and the economic indicators, agriculture, allied, non-farm including manufacturing and service sectors; the current status of existing industries and the growth trends, the potential economic growth centers within the districts and perceived gaps in the existing ecosystem for promoting and nurturing sustainable MSEs, sector-wise and block-wise presence and growth trends of MSE, existing and potential value chains in the sectors; and key private/public sector players currently operating in the district. The study tries to understand the factors contributing to rural economy through employment generation and high value economic activities thus resulting in increase in the household income.

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### **Methodology**

Secondary Data was collected from various line departments, SHGs, Farm and Non-farm Associations, Resource Institutions, NABARD, LEAD Bank and in the process the officials belonging to various departments were consulted. Interactions were also held with the District and block units of TNSRLM. Site visits were made to the resource institutions, FPOs, traders, weaving clusters and villages in the district. Focus Group discussion with the community was held to validate the secondary data.

## 2.0 Tirunelveli – An Introduction

**Tirunelveli district** is a district of Tamil Nadu state in India. It is the largest district in terms of area with Tirunelveli as its headquarters. The district was formed on 1 September 1790 by the British East India Company (on behalf of the British government), and comprised the present Tirunelveli and Thoothukudi, Tenkasi and parts of Virudhunagar and Ramanathapuram district. The name Tirunelveli has been composed from the three Tamil words i.e. 'Thiru-Nel -Veli' meaning sacred paddy hedge. With effect from 20.10.1986 the district was bifurcated and new Tutucorin District was formed. On acquisition from the Nawab of Arcot in 1801, the British named it as Tinnevely district though their headquarters was first located in Palayamkottai the adjacent town, where they had their military headquarters during their operations against the Palayakarars.



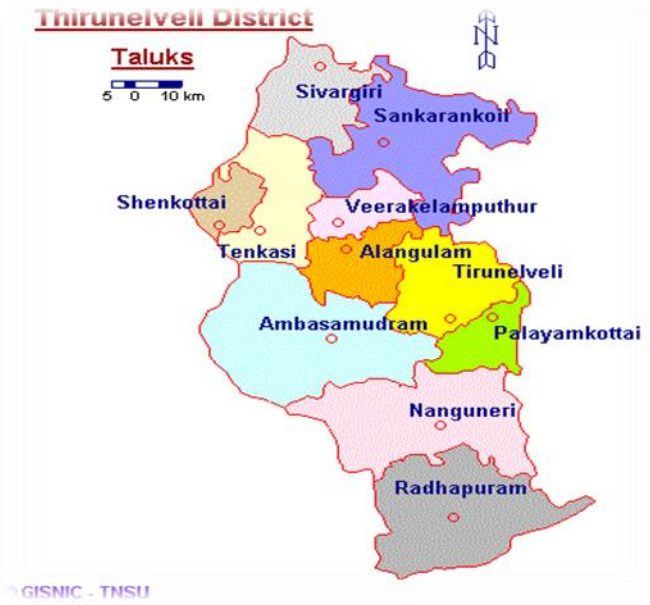
Two reasons may be attributed for naming it after Tirunelveli. One is because, it was and is the chief town of the district and the other is that it was already called as Tirunelveli Seemai under the Nayaks and Nawabs. Both Tirunelveli and Palayamkottai grew as the twin towns of the district.

Tirunelveli district is a gift of God, as it has four land structures Kurunchi (Hills and Mountains), Mullai (Forest and allied land), Marutham (cultivable fields), and Neithal (The Sea and allied land). 56 KM long sea shore is also



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available in the district. One more Gift for this district is the perennial river Tamiraparani which feeds the district and supplying drinking water for three districts.



The district is located in the southern part of Tamil Nadu. It has borders with Kanyakumari District to the south and Thoothukudi District to the east and Thiruvananthapuram district and Kollam district of Kerala to the west. The district covers an area of 6,823 square kilometres (2,634 sq mi). It lies between 8°05' and 9°30' north latitude and 77°05' and 78°25' east longitude.

### 3.0 Socio Demographic Profile of the District

#### 3.1 Population

According to 2011 census, Tirunelveli district had a population of 3,077,233 with a sex-ratio of 1,023 females for every 1,000 males, much above the national average of 929. A total of 321,687 were under the age of six, constituting 164,157 males and 157,530 females.

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**Table 1 Population and occupation details of Tirunelveli**

S.No	Particulars	Unit in ('000)	Per cent
<b>1</b>	<b>Total Population</b>	3,072,880	
	Male	1518595	49%
	Female	1554285	51%
<b>2.</b>	<b>Occupation</b>		
	Total workers	<b>1,668,988</b>	
	Main workers(Agriculture)	1,042,274	70%
	Marginal workers(Allied sectors)	6,26,714	30%

Source: Census 2011

From the above table, it could be noted that the total population of the district was 3,072,880 out of which male and female accounted 51% and 49% respectively. Further it could be seen that most of the workers were dependent on agriculture (70%). The marginal workers were found to be in allied sectors only 30%.

### **Decadal growth of the population**

The initial provisional data released by census India 2011, shows that density of Tirunelveli district for 2011 is 460 people per sq. km. In 2001, Tirunelveli district density was at 406 people per sq. km. Tirunelveli district administers 6,693 square kilometers of areas.

Average literacy rate of Tirunelveli in 2011 were 82.50 compared to 76.09 of 2001. If things are looked out at gender wise, male and female literacy were 89.24 and 75.98 respectively. For 2001 census, same figures stood at 85.21 and 67.43 in Tirunelveli District. Total literate in Tirunelveli District were 2,273,457 of which male and female were 1,210,710 and 1,062,747 respectively. In 2001, Tirunelveli District had 1,829,064 in its district.

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**Table 2 Decadal growth of the population of Tirunelveli**

Description	2011	2001
Population Growth	12.97%	8.93%
Area Sq.Km	6,693	6,693
Sex Ratio ( Per 1000)	1023	1042
Child Sex Ration ( 0-6 Age)	960	957
Male Population ( 0-6 Age)	1,64,157	1,63,624
Female Population ( 0-6 Age)	1,57,530	1,56,551
Average Literacy Rate	82.50	76.09

Source: Census 2011

As per 2011 census, 50.60 % population of Tirunelveli districts lives in rural areas of villages. The total Tirunelveli district population living in rural areas is 1,557,004 of which males and females are 768,728 and 788,276 respectively.

### 3.2 Sex Ratio

In rural areas of Tirunelveli district, sex ratio is 1025 females per 1000 males. If child sex ratio data of Tirunelveli district is considered, figure is 961 girls per 1000 boys. Child population in the age 0-6 is 167,364 in rural areas of which males were 85,353 and females were 82.

### 3.3 Literacy

Literacy rate in rural areas of Tirunelveli district is 79.17 % as per census data 2011. Gender wise, male and female literacy stood at 86.77 and 71.80 percent respectively. In total, 1,100,112 people were literate of which males and females were 592,979 and 507,133 respectively

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### 3.4 Occupation Profile

**Table 3 Occupation Profile of Tirunelveli**

Category	state	State %	Tirunelveli	Tirunelveli %
Literates	51837507	80.09	2273457	82.50
SC	14438445	20.01	569714	18.51
ST	794697	1.10	10270	0.33
Main workers	27942181	84.97	1271407	88.51
Marginal workers	4942500	15.03	165047	11.49
Rural population	37229590	51	1557004	50.5
Urban population	34917440	49	1520229	49.5

Source: Census 2011

In Tirunelveli Talksout of total population, 1271407 were engaged in work activities. 90% of workers describe their work as Main Work (Employment or Earning more than 6 Months) while 10% were involved in Marginal activity providing livelihood for less than 6 months. Of 27942181 workers engaged in Main Work, 10,000 were cultivators (owner or co-owner) while 26,502 were Agricultural labourers.

### 3.5 SC & ST Population

Scheduled Castes and Scheduled Tribes accounted for 18.51% and .33% of the population respectively. The average literacy of the district was 73.88%, compared to the national average of 72.99%. The district had a total of 815,528 households. There were a total of 1,436,454 workers, comprising 107,943 cultivators, 321,083 main agricultural labourers, 215,667 in house hold industries, 626,714 other workers, 165,047 marginal workers, 7,772 marginal cultivators, 58,680 marginal agricultural labourers, 23,997 marginal workers in household industries and 74,598 other marginal workers.

The district has got a Scheduled Caste population of 18.51 per cent in total. Paliyans and Kanis are the tribal people who inhabits in the Western Ghats. The total number of Scheduled Tribes is 8,975, which worked out 0.36 per cent of total population of the district. Of the total working population 21.28 per cent were cultivators while another 29.57 and 6.29 per cent belonged to agricultural and marginal labourers, respectively.

### 3.6 Community Based Organisations

Village Poverty Reduction Committees (VPRC) has been formed in all 425 villages PANCHAYAT. The VPRC's are being involved in the livelihood promotion activities of the target people families.



Among 114706 target families, 7346 no of Self Help GroupS, 424 PLF and 951 no of special SHGs have been formed. Apart from this existing 2687 no of SHGs have been affiliated to PLF/VPRC. All these SHGs were given Animator/Representative and members training. And also all these groups were credit rated and given Revolving Fund.

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**Table 4 Block wise Number of SHG & members**

Sl.No	Block	No. Of Active SHG	No. Of Members
1	ALANKULAM	438	6154
2	AMBASAMUDRAM	210	2952
3	CHERANMAHADEVI	214	3008
<b>4</b>	<b>KADAYAM</b>	<b>421</b>	<b>5924</b>
5	KADAYANALLUR	292	4100
6	KALAKADU	266	3736
<b>7</b>	<b>KEELAPAVOOR</b>	<b>417</b>	<b>5853</b>
8	KURUVIKULAM	683	9574
9	MANUR	709	9944
10	MELANEELITHANALLUR	540	7579
<b>11</b>	<b>NANGUNERI</b>	<b>533</b>	<b>7483</b>
<b>12</b>	<b>PALAYAMKOTTAI</b>	<b>568</b>	<b>7973</b>
13	PAPPAKUDI	280	3932
<b>14</b>	<b>RADHAPURAM</b>	<b>361</b>	<b>5066</b>
15	SANKARANKOIL	512	7189
16	SHENCOTTAI	108	1517
17	TENKASI	261	3662
<b>18</b>	<b>VALLIYOOR</b>	<b>263</b>	<b>3694</b>
19	VASUDEVANALLUR	270	3796
	<b>Total</b>	<b>7346</b>	<b>103136</b>

Source: TNSRLM

Total number SHG are 7346 out of this 4941 groups were recived credit .

### 3.7 Farmer Producer Organisations (FPOs)



There are 8 Farmers Club Federations (FCF) registered under Society Act functioning in the district. Each FCF consist of 8 to 15 farmers clubs and 200-500 farmer members. These FCFs have taken up activities viz., internal landings to farmer clubs, JLG credit linkage, supply of drip irrigation systems, Agri

PLP 2019-20 Tirunelveli District 44 service centres, etc. Farmers clubs in Thiruvettanallur village have formed Farmers Producer Company (FPC) Ltd namely "Ishwaryam Farmers Producer Company Ltd" and set up an Agri Services Centre at Thiruvettanallur village in Sankarankovil block. Besides the above, 3 FPCs viz., Thamirabarani FPC Ltd for banana farmers in Kalakadu block, Thendral FPC Ltd for vegetable cultivating farmers in Surandai region, Nathagiri FPC Ltd for lemon cultivating farmers in Vasudevanallur block have been formed in Tirunelveli district with the support of NABARD under PRODUCE scheme. Four more FPOs with a focus on pulses in Manur block, minor millets in Radhapuram block, mango in Tenkasi block and Integrated Dairy in Radhapuram block are being formed with the financial support under "PRODUCE fund" of NABARD.

### 4.0 Geographical Features

#### 4.1 Topography

The District covers an area of 6,823sqkms and located in the south eastern part of Tamil Nadu. It lies between 08° 08' and 09° 23' of northern latitudes and 77° 09' and 77° 54' of eastern longitudes. It is surrounded by the Virudhunagar District in the north, Kerala State in the west,



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Kanyakumari District and Gulf of Mannar in the south and Thoothukudi District in the east.

The district is located in the southern part of Tamil Nadu and surrounded by Virudhunagar District in the north, Western Ghats in the West, Kanyakumari District in the south and Tuticorin District in the East. The lifeline of the district river Tamiraparani feeds the district and quenches the thirst of residents of Tirunelveli and Tuticorin district too and also supplying drinking water to Virudhunagar.

### 4.2 Climate and Rainfall



Main rainy season is from October to the middle of January. During this southwest monsoon season the rainfall is more in the western parts of the district. November is generally the rainiest month. The heaviest rainfall in 24 hours recorded in the district was 371.5 mm at Sivagiri on 29/10/1929. The average rainfall in the

district is 814.8 mm per annum.

The district has peculiar climatic conditions throughout year and receiving rainfall in all the seasons. The maximum precipitation of rainfall was contributed by North-East monsoon (665.5mm). However in the current year the actual mean rainfall was recorded 73.128% higher than the previous year 247.8mm, 212.6mm from south west monsoon and 25.8mm of rainfall from winter seasons. So overall seasons the district has 66.73% of high rainfall during the year 2017-2018. It was precipitated of seasonal rain in all seasons when compared with the previous year which resulted sufficient water supply.



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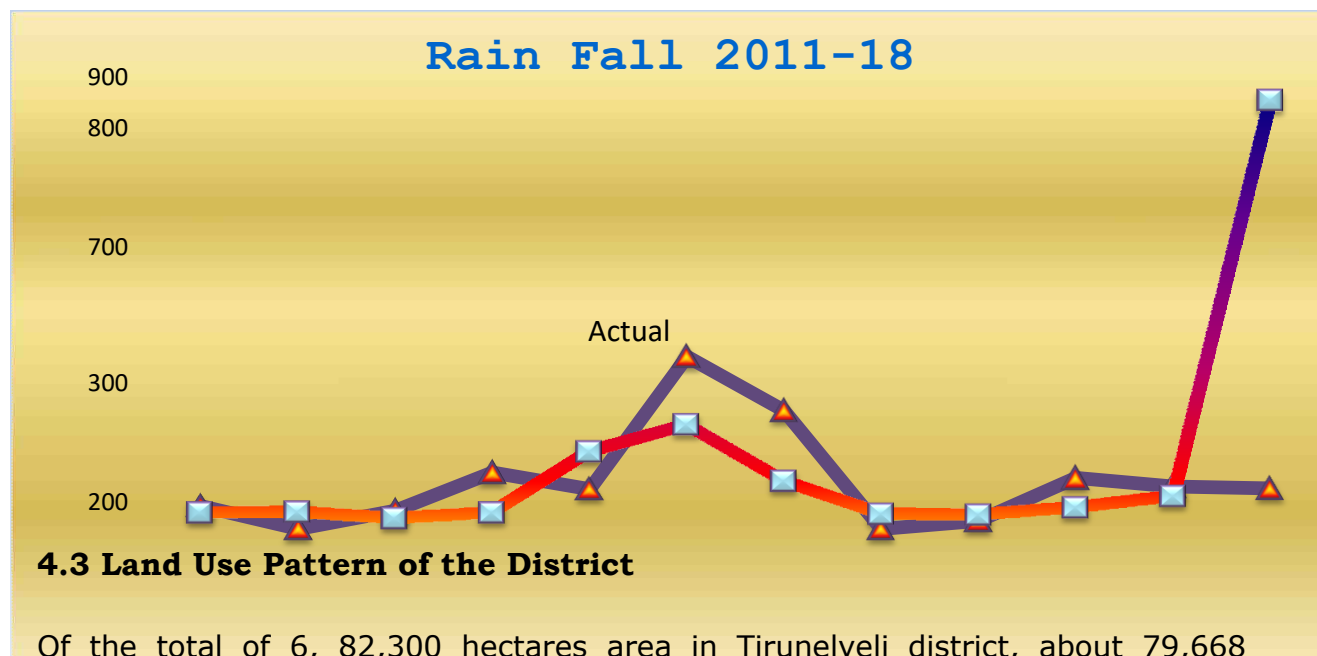
**Table 5 Climate and Rainfall during 2011-16**

Year	South West Monsoon		North East Monsoon		Winter Season		Hot Weather Season		Total	
	Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual
2011-12	142.4	107.7	467.2	639.9	69.3	70.7	166.2	100.7	845.1	919.0
2012-13	142.2	36.9	467.2	515.8	69.3	98.9	166.2	169.7	844.9	821.3
2013-14	142.4	237	467.2	412.8	69.3	70.4	166.2	314.1	845.1	1034.3
2014-15	142.4	118.8	467.2	847.5	69.3	19.5	166.2	317.9	845.1	1303.7
2015-16	142.4	158.8	467.2	1050.6	69.3	6.8	166.2	111.1	845.1	1332.6
2016-17	142.4	77.32	467.2	178.83	69.3	42	166.2	84.96	845.1	383.11
2017-2018	142.4	212.6	467.2	665.5	69.3	25.8	166.2	84.96	845.1	988.86

Source: District Statistical Handbook 2017-18

In the year 2015-16 maximum rain fall was noted (1332.6mm) due the highest rain fall paddy cultivated in the maximum of the agriculture area. Rain fall was noted very low in the year 2016-17 (383.11mm), due to this Production of the major crop of the district ( PAADY ) cultivators was less and the other hand pulses and millet cultivators was high. In the year 2017-18 again the trend had been changed.

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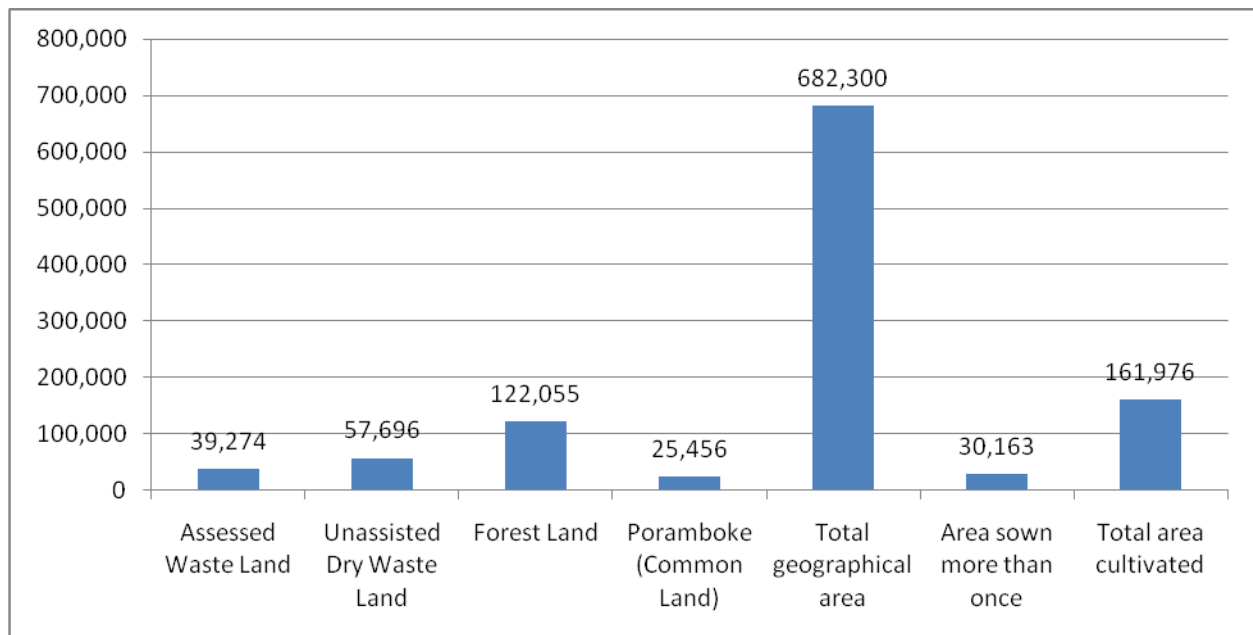


**Table 6 Land Use Pattern of the District**

Land Use Pattern in Tirunelveli District		
Land Category	Area (in Hectares)	Percentage
Wet Land	79,668	11.7
Dry Land	3,58,151	52.5
Assessed Waste Land	39,274	5.7
Unassisted Dry Waste Land	57,696	8.5
Forest Land	1,22,055	17.8
Poramboke (Common Land)	25,456	3.8
Total geographical area	6,82,300	100
Area sown more than once	30,163	1.50
Total area cultivated	1,61,976	23.74

Source: District Statistical Handbook 2017-18

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Nearly 3,58,151 (52.5%) hectares is dry land with no irrigation facilities for agriculture, although soil condition is moderate for growing crops, so that it may be used to grow drought resistant plants which offer firewood. A block of waste lands which about 39,274 (5.7%) hectares is proclaimed to be not useful for growing crops, because of lack of enough water, poor soil, and undesired topographic conditions. Approximately 57,676 (8.5%) hectares is unassisted wasteland where soil condition is fair while water supply scarcity prevails for several months, so that it is used for agriculture only when rainfall is high. Yet, another 1, 22,055 (17.8%) hectares is occupied by forests which are declared to be reserves as forest resources for lion tailed monkeys, rich in deciduous and evergreen plants. Pocomoke - common lands, covers about 25,456 (3.8%) hectares, which may be used to create social forests although water is scarce.

### 4.4 Soil

The soil condition of the district may be grouped into two main varieties namely red loam soil and black soil. The black soil is of a higher value compared to the red loam soil and the black soil of the Tamirabarani River Valley overlies a stiff yellow

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color. The red loam found in Tenkasi, Shenkottai, Sivagiri, and Radhapuram Taluks. The black soil is found in Sankarankoil, Palayamkottai, and Tirunelveli Taluks

**Table 7 Types of Soil Area in the District**

Soil Types found in Tirunelveli District	
Soil Type	TNRTP BLOCKS
Red Loam	Alangulam, Tenkasi, Shenkottai, Sivagiri, Veerakeralam Puthur and <b>Radhapuram</b>
Lateritic	Nil.
Black Soil	Sankarankoil, Thiruvengadam, Kuruvikulam, <b>Palayamkottai</b> , Manur, and Tirunelveli, <b>kadayam, keelapavoour</b>
Sandy Coastal Alluvium and Red Sandy Soil	<b>Nanguneri, valliyoor</b>

Source: District Statistical Handbook 2017-18

The other soils like lateritic, sandy coastal alluvial soil and red-sand soil are not found much in the district. In the south-east coast, the soil is deep, loose and red loam surfaced by sand with its depth varying from a few inches to 20 feet.

### 4.5 Water resources

#### 4.5.1 Rivers

The district having been fertile and flourished by number of rivers. Among them Tamirabarani, Pachaiyaru, Koraiyaru, and Chittaru are too important. Besides these rivers the important other small rivers in the district are Aluthakanniyaru, Jambunathi, Ramanathi, Gadanathi, Hanuman Nathi, Karuppanathi, Gundaru,

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Mottaiyaru, Manimutharu, Nambiyaru, Karunaiyaru, Vadamalaiyaru, Kottamalaiyaru, Kothaiyaru, Rajasinghiyaru, Mundhal Odai

### 4.5.2 Reservoirs

**Adavinainar** reservoir is located at the foot of the Western Ghats in Mekkarai Village of Shenkottai Taluk in Tirunelveli District. It is located near courtallam and Achankoil in Kerala State. Courtallam visit tourist are also paying visit this dam. Here, a small falls is available.

**GadanaNathi** Reservoir is located at the foot of the Western Ghats in sivasailam village near Alwarkurichi which is one of the important tourist places of Tirunelveli district. Now a day's many tourists visit the dam and park. During the courtallam season and sabarimalai season more number of tourists is visit this place.



**Manimuthar Dam** is around 47km west of Tirunelveli and is an ideal picnic spot. It is a half mile-long dam and the water is held on there sided by mountains.

**Ramanathi** reservoir is located at the foot of the Western Ghats in Kadayam village of Ambasamudram Taluk in Tirunelveli District. It is one of tourist place in this district. Now a lot of tourists are visiting the dam and park.

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**Gundar** Reservoir and Falls It is 70kms from Tirunelveli. The Gundar Reservoir is located at the foot of Western Ghats near the towns of Courtrallam and Senkottai. It is an important tourist place in Tirunelveli District. A large number of domestic tourists on the way to Courtrallam visit this dam and park. This dam site is noted for its salubrious climate and atmosphere. Just 1 km from Gundar Dam to Western Ghats, a beautiful falls is there. To reach this particular falls, only four wheel drive vehicle is suitable.

### 5.0 Status of groundwater

The fossiliferous limestone is found south west of Kudankulam covering an area of 3 sq.km. Limestones are exposed as patches along Radhapuram-Edakkadu, Vijayanarayanam-Kumarapuram, Ittamoli, Nanguneri and Uramozi area. Beach sand occurs as a patch along the coast with a width varying from 50-250m in Idindakarai-Ovari Belt

**Table 8 Status of groundwater in the district**

<b>Over Exploited (100%)</b>	<b>Semi Critical (70-90%)</b>	<b>Safe (Less than 70%)</b>
Melaneelithanallur <b>Radhapuram</b> Sankarankovil <b>Vallioor</b>	Alangulam Kadayanallur <b>Keelapavoor</b> Kuruvikulam Vasudevanallur	Ambasamudram Cheranmahadevi <b>Kadayam</b> Kalakad Manur <b>Nanguneri</b> <b>Palayamkottai</b> Pappakudi Shencottai Tenkasi

Source: District Statistical Handbook 2017-18

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The Ground Water Potential Assessment was done as on March 2003 and as on March 2009. In these assessments, the PANCHAYAT Union Blocks in Tamil Nadu were categorized as Over-Exploited, Critical, Semi Critical, Safe and Saline instead of Dark, Grey and White blocks. The Blocks with more than 100% extraction were categorized as "Over Exploited Blocks", the blocks with 90% to 100% extraction as "Critical Blocks", the blocks with 65% to 90% extraction as "Semi Critical Blocks", the blocks with less than 65% extraction as "Safe Blocks" and the bad quality blocks were categorized as "Saline Blocks".

### 6.0 District Infrastructure

#### 6.1 Power Supply



Generally power supply position in Tirunelveli District is normal. But in some areas, low voltage problem is felt, especially in the hamlets in Ghats section. To minimize the current consumption charges in the PANCHAYAT, efforts were taken to utilize solar power

lights as an alternate and renewable source in Tirunelveli District.

#### 6.2 Rural Electrification

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

#### 6.3 Road and RailNetwork

The district is well-connected by a network of roads and railways. Tirunelveli city serves as the main junction. It has no airports; the nearest airports are at Tutucorin (32 kilometers (20 mi) away), Madurai (150 kilometers (93 mi)) and Thiruvananthapuram (158 kilometers (98 mi)). The district has a total of 27 railway stations.

### 7.0 Farm and Allied Sectors

#### 7.1 Land Holding Pattern of the farmers

Of the total of 6, 82,300 hectares area in Tirunelveli district, about 79,668 (11.7%) hectares are wet lands well suited for the cultivation of paddy and other crops which need adequate water supply, while others are not useful for agricultural purposes. Nearly 3,58,151 (52.5%) hectares is dry land with no irrigation facilities for agriculture, although soil condition is moderate for growing crops, so that it may be used to grow drought resistant plants which offer firewood

**Table 9 Land Holding Pattern of the farmers in Ha**

S.No	Land Classification	2015-16	2016-17	2017-18
1	Forest	127758	127758	127758
2	Barren and Uncultivable waste	30027	30027	30027
3	Land put to Non-Agricultural uses	103168	103179	103183
4	Cultivable Waste	35272	34720	34466
5	Permanent Pastures and Other Grazing Land	5156	5156	5156
6	Land Under Miscellaneous Tree Crops and Groves not included in Net Area Sown	8528	8538	8656
7	Current Fallow	17964	62065	31684
8	Other Fallow Land	172890	168966	176647



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9	Net Area Sown	175087	135422	158273
10	Geographical Area According to Village Papers	675850	675850	675850
11	Total Cropped Area	206858	141077	165567
12	Area sown more than once	31771	5656	7293

Source: District Statistical Handbook 2017-18

A block of waste lands which about 39,274 (5.7%) hectares is proclaimed to be not useful for growing crops, because of lack of enough water, poor soil, and undesired topographic conditions. Approximately 57,676 (8.5%) hectares is unassisted wasteland where soil condition is fair while water supply scarcity prevails for several months, so that it is used for agriculture only when rainfall is high. Yet, another 1,22,055 (17.8%) hectares is occupied by forests which are declared to be reserves as forest resources for lion tailed monkeys, rich in deciduous and evergreen plants. Pocomoke - common lands, covers about 25,456 (3.8%) hectares, which may be used to create social forests although water is scarce.

### 7.2 Irrigation



The irrigation system in Tirunelveli district consists of rivers like Tamirabarani, Manimuttaru, Pachaiyaru, Nambiyaru, and Chittaru which originating from Western Ghats and running across the gentle slopes of the mid lands and confluence in Bay of Bengal. The River Tamirabarani is the main source of irrigation which also provides drinking water facilities to a number of places in the district, as well. Pabanasam, Manimuttar and Chervalar are the major

## DISTRICT DIAGNOSTIC STUDY - 2019

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reservoirs in the district. Gadana Nathi, Ramanathi, Karuppanathi, Gundaru, Adavi Nainar Koil, Vadakku Pachaiyaru, Kodumudiyaru, and Nambiyaru are the minor reservoirs in the district. Besides these rivers and reservoirs the other different sources of irrigation prevailing in the district are canal, tank and well. Of the total cropped 1, 61,976 hectares 38,080 hectares (23.5%) utilizes such types of sources. Open Well irrigation contributes to 48% of the net irrigated area supplemented by Tank irrigation (35%). Has nearly 83% of the net irrigation is dependent on rainfall this reiterates the necessity for more micro irrigation and water management projects in order to increase agricultural productivity.

The major irrigated crops in the district are **paddy, maize, lemon, onion, banana and flowers**. Judicious use of water with modern water management techniques, yield of those crops can be boosted and thereby export potential can be explored. The productivity of food crops like paddy, groundnut and pulses can also be increased to the target levels by proper water management practices.

### 7.3 Cropping pattern and Major Crops

The major crop cultivated in the district is paddy. Other crops like cumbu, cholam, kuthiraivali and ragi are cultivated as dry land crops in the district. Cotton is cultivated in Sankarankoil. Sugarcane is being raised in Sivagiri and Tenkasi taluks. Banana and vegetables are grown in the river belt areas of Ambasamudram, Tenkasi and Tirunelveli taluks. Manimuthar main



canal and Papanasam reservoir are the irrigation source for the cultivation of different crops. There is a Farmers Training centre at Palayankottai run with the aid

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of Danish International Development Agency. Rice Research Station in Urkad near Ambasamudram and a parasite breeding centre for coconut at Tenkasi play a crucial role for the development of the farmers in the district

**Table 10 Cropping pattern and Major Crops in Ha**

S.No.	Crop	Area (Ha)
1	Paddy	63311
2	Jowar	329
3	Cumbu	121
4	Maize	2210
5	Ragi	25
6	Other Cereals	24
7	Green Gram	84
8	Red Gram	11
9	Black Gram	1659
10	Other Pulses	42
11	Ground Nut	507
12	Gingelly	83

Source: District Statistical Handbook 2017-18

### 7.3.1 Cropping pattern

Tirunelveli district is predominantly an agricultural district. The district has two main seasons, Kar (From June to September during south-west monsoon) and Pishanam (From November to February during north-east monsoon).

### 7.3.2 Area, Production and Productivity of Major Crops

The cropping pattern of the district varies from Taluk to Taluk. Paddy occupies however, the largest area of cultivation, followed by Pulses. Paddy is cultivated mainly in Manur, Palayamkottai, Tenkasi, Shenkottai, Ambasamudram, Cheranmadevi, Sivagiri and Nanguneri Taluks, through which the perennial river Tamirabarani flows. Wet land cultivation is, essentially paddy cultivation obtains a

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major share of the gross cropped area. Even in dry regions, wherever water is available, it is the paddy crop that sown by the farmers. Under rainfed or dry land cultivation areas, diversified crop patterns exist and no single crop claims a large share of the gross cropped area. Cultivation which characterizes these regions is also basically millets and pulses.

Other crops grown in the district are Maize, pulses, groundnut, gingelly, coconut banana and chillies. Portions of Sankarankoil Taluk have the rich, fertile black cotton soil which is highly suitable for cotton cultivation. Factors such as type of soil, climatic conditions, irrigation facilities, etc., determine the cropping pattern in a region. Most of the rainfed areas are cultivated during North East Monsoon either pulses or millets. Most of the crops are on the ground for three or four months except chillies and cotton which take more than five months

**Table 11 Cropping pattern and seasonal cultivation area in Ha**

S.No	Crop	Irrigated/rained	Season	Area in ha
1	Paddy	Irrigated	Jun -Sep	28,000
			Oct - Feb	72,000
2	Millets	Irrigated	Dec - January	1,000
			April - June	1,000
	Cholam	Rained	Sep - Nov	1,600
			April - June	1,500
3	Cumbu	Irrigated	April - June	2,000
		Rained	Sep - Nov	3,000
4	Ragi	Irrigated	June - October	4,000
		Rained	Sep - Nov	4,000
	Maize		Feb - May	2,000
5	Minor millets	Rained	Sep - Nov	1,000

Source: District Statistical Handbook 2017-18

Paddy occupies the largest area of cultivation, followed by cotton. Paddy is cultivated mainly in Tirunelveli, Palayamkottai, Tenkasi, Shencottai,

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Ambasamudram and Nanguneri taluks. Other crops grown in the district are cumbu, ragi, pulses, groundnut, gingelly, coconut, chillies and indigo. Portions of Sankarankoil taluk have the rich, fertile black soil which is highly suitable for cotton cultivation. Factors such as type of soil, climatic conditions, irrigation facilities, etc., determine the cropping pattern in a region. Most of the rain fed areas is cultivated in both the seasons. Most of the crops are on the ground for three or four months except chillies and cotton which take more than five months

**Table 12 Major crops to State Production (MT)**

Crop	State Total	Tirunelveli	%
Ragi	23829.808	3386.43	14.21
Sugar Cane	171731.197	20069.54	11.69
Red Gram	3461.73	385.44	11.13
Paddy	276127.193	25218.75	9.13
Black Gram	364777.879	29913.2	8.20
Maize	157398.257	9776.49	6.21

Source: District Statistical Handbook 2017-18

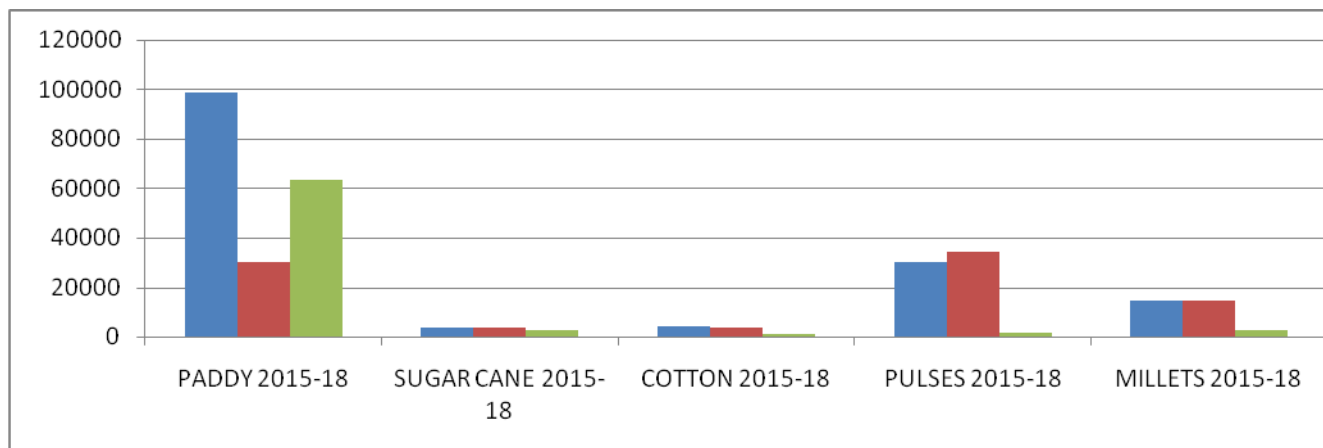
**Table 13 Area of production of major crops 2015-18**

Particulars	2015-16	2016-17	2017-18
PADDY	98506	29881	63311
SUGAR CANE	3558	3564	2529
COTTON	4142	3662	1266

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PULSES	30292	34524	1796
MILLETS	14314	14687	2709

Source: District Statistical Handbook 2017-18



### 7.3.3 Horticulture



Tirunelveli district is provided with varied agro climatic conditions ranging from extreme tropical to subtropical. Areas adjacent to Western Ghats like Tenkasi and Shencottai taluks are enjoying subtropical climate which is conducive for cultivation of most of the spices, sub tropical fruits,

plantation crops and production of off-season mango. Tirunelveli district is endowed with traditional vegetable growing belts having garden land with red and loamy soils suitable for cultivation of most of the vegetables.

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Blocks like Alangulam, Keelapavoor, Tenkasi, Kadayanallur, Sankarankoil, Manur and Palayamkottai are the major vegetables growing areas. Thamiraparani River fed areas and adjoining plains are provided with assured irrigation facilities where banana cultivation is predominant. Acid lime cultivation is concentrated in Sivagiri and Sankarankoil taluks and mango cultivation is more in Tenkasi, Shencottai and Ambhasamudram taluks. 90 per cent of the cashew area of the district lies in Melaneelithnallur, Valliyoor and Alangulam Blocks.

Further several horticultural development schemes are being implemented every year to increase the area and production of horticulture crops. Major horticulture crops cultivated in this district are fruits crops like mango, banana, lime and aonla, vegetables like bhendi, tomato, brinjal, onion, spices and condiments like chilies and tamarind and flower crops like jasmine and rose.

**Table 14 Major Horticulture Crops in Area (ha.) to State**

<b>Crops</b>	<b>Area ( Ha)</b>	<b>Production (Tonnes)</b>
Fruits	17055	318928
Vegetables	3640	46592
Flowers	1611	13693
plantation crops	6818	13772
Spices	3677	7170
medicinal plants	192	192

Source: District Statistical Handbook 2017-18

Fruits like Mango, Guava, Lemon and Flowers are the important horticultural crops grown. Lemon is cultivated in contributing second highest to the state, followed by Onion and Jasmine contributing fifth highest to the state.

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### Marketing and Storage Infrastructure

There are 11 regulated markets in the district catering to the marketing needs of farming community. Apart from 5 rural go downs with 2000 MT capacity each, cold storages with 25 MT capacity each established with the support of RIDF. Uzhavar Santhai (Farmers' Market) which is for the benefit of farmers as well as the consumers has been set up in the urban areas to ensure the farmers get a better price for their produce and enable the consumers to get the commodities farm fresh at a lesser price than in open market. In Tirunelveli district, UzhavarSanthais have been functioning in six places at Maharaja Nagar (Tirunelveli), Kandiyaperi, Sankarankovil, Tenkasi, Melapalayam and Ambasamudram

**Table 15 Marketing and Storage Infrastructure**

<b>S.No</b>	<b>Crops</b>	<b>Qty.(Mt)</b>	<b>Values(Lakhs)</b>
1	Cotton	186.470	76.453
2	Paddy	7132.720	1448.160
3	Groundnut	34.00	19.72
4	Pulses	61.430	33.787
5	Jasmine	48.080	14.905
6	Red Chilli	194.400	19.440
7	Chollam	1629.940	108.793
8	Maize	2966.200	1059.980
9	Cumbu	84.060	10.220
10	Moss	201.00	18.279
		<b>12538.3</b>	<b>2809.737</b>

Source: District Statistical Handbook 2017-18



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The average annual rice production in the district was 25218.75 metric tons. However, the transaction of paddy through regulated markets in the district was only 7132.720 metric tons. Therefore, the reasons for the poor market arrivals to the regulated markets should be identified and the more facilities need to be created in the regulated markets to attract larger arrivals.

Sankarankovil, Shencottai, Alangulam, Tenkasi and Ambasamudram are the major marketing centers in Tirunelveli District. Groundnut, Sorgam, Millet, ragi, black gram, green gram, bengalgram, coconut oil, gingelly oil, groundnut oil and chili are marketed through daily shanties located in these centers. The total storage capacity of the district is 34,575 tones. The district is served by the Food Corporation of India (FCI) and there are government regulated markets to protect the farmers from the possible exploitation in trading

Besides, the district is well-served by the Food Corporation of India (FCI) and there are 4 Regulated Markets in total to protect the farmers from the possible malpractices in trading. They are diffused in all the three revenue districts of 106 Tirunelveli district. Of them two are at Tenkasi and Kadayanallur of Tenkasi Revenue District, one is at Tirunelveli of Tirunelveli Revenue District, and the last one is at Vallioor of Cheranmahadevi Revenue District

### 7.4 Major crops in TNRTP Blocks:

Paddy occupies the largest area of cultivation, followed by cotton. Paddy is cultivated mainly in **Tirunelveli, Palayamkottai**, Tenkasi, Shencottai, Ambasamudram and **Nanguneri taluks**.

### Crop Discussion

The only major crop cultivated in **Nanguneri** taluk is paddy. The share of paddy and other crops of the gross area sown and irrigated



Paddy is the principal crop extensively cultivated in **Nanguneri** Block of the Tirunelveli district. Paddy accounted for 99.79 per cent of the total cropped area in

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the block, in the year 1996-97 and it was increased to 99.96 per cent in the year 2010-11. In the year 2005-06 paddy cultivated area is at the top with an area of 11,139 hectare followed by 10,912 hectares in the year 2002-03 during the study period

### Vegetables details

In Nanguneri Block different varieties of vegetables are cultivated such as tapioca, sweet potato, onion, rabbi, brinjal, ladies finger, tomato, snake gourd, pumpkin, bitter gourd, bottle gourd, cucumber and drumstick.



The total area under cultivation of vegetables in Nanguneri Block is 91.47 hectare in 1996-97 and it is decreased to 62.49 hectares in 2010-11. Among them, sweet potato contributes 35.27 per cent of the total area in 2010-11, followed by tomato which is 19.35 per cent and cucumber which is 13.98 per cent respectively of the total vegetable cultivated area in Nanguneri Block in the year 2010-11

### Fruits details

Total area under Palmyra is 104 hectare in the Block during 1996-97 and it was increased to 193.16 hectare in 2010-11.

Sugar crop is another major fruit crop accounting for 50.17 per cent of the total fruit cropped area in the Block during 2010-11. Next to sugar crop, guava is another



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major fruit crop in the block and it contributes 7.08 per cent of the total fruit cropped area in the block during 2010-11. The average growth rate is 2.63 per cent in the year 1996-97, it was increased to 35.64 per cent in 2008-09 and it was decreased to 2.63 per cent in the year 2010-11. The average annual growth rate is 10.54 per cent during the study period 1996-97 to 2010-11.

### **Block-wise Crop Area details in Tirunelveli District**

The crop area details in the district during 2010-11. The total area of non-food crops is 28,103.71ha in the study area, which is 16.42 per cent in the total food and non-food crops area. Among the non-food crop area Tenkasi block is the highest with 18.66 per cent followed by Senkottai block with 16.20 per cent and Sankarankovil block with 15.50 per cent.

His food crop area is 1, 43,551.79 ha in Tirunelveli district which is 83.58 per cent in the total food and non-food crops area. The food crop area is the highest in Ambasamuthiram block with 27,420.78ha followed by Sankarankovil block with 23,507.52ha in the district. Nanguneri block was 15858.03ha which is 11.05 per cent of the total food crops of the district. The total area of land cultivated more than once in the district is 26,108 ha. It is the highest in Ambasamuthiram block with 9,543.34 ha (36.55%) followed by Sankarankovil block with 2,857.50 ha (10.94%) in the district. Nanguneri block was 541.55ha which is 1.97 per cent of the total are cultivated more than once in the district.

Out of the total irrigated area, 76.58 per cent is under paddy, 10.01 per cent under black-gram and 4.59 per cent under sugar crops. Paddy is the principal crop extensively cultivated in Tirunelveli district of the state having a unique two-season pattern viz Pishanam (August to November) and Kodai (December to March). Paddy accounted for 76.58 per cent of the total cropped area in the district during 2010-11. **Ambasamuthiram** block is at the top with an area of 23020.09ha followed by **Nanguneri** taluk with 10,390.69ha and **Tenkasi block** with 7,736.96ha

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### **Black gram** (Palayamkottai, Senkottai)



Black-gram in Tirunelveli district was grown in about 10,427.97 ha constituting 10.01 per cent of the total cropped area of the district. Black-gram is sown in low irrigated conditions. **Sankarankovil, Palayamkottai, Tirunelveli, Tenkasi and Senkottai Blocks** have contributed 83.86 per cent of the total area under this crop in the district during

2010-11. Sugar crops as known as sugarcane in Tirunelveli district is generally sown under rain-fed conditions in the district. The area under the crop during 2010-11 is 4,959.03ha constituting 4.76 per cent of the total cropped area in the district. Sugarcane is generally grown in **Sankarankovil and Sivagiri taluks** that together accounted for 96.47 per cent of the total area under this crop during 2010-11.

### **Onion** (Alangulam, Tenkasi and Veerakeralamputhur Blocks)



Onion is a major vegetable widely consumed throughout Tamilnadu whereas it is grown only in the rained areas of **Alangulam, Tenkasi and Veerakeralamputhur Blocks**. These blocks together constitute about 90.77 per cent of onion area in the district during 2010-11.

The total area of cultivating vegetables in Tirunelveli district is 3,522.35ha. Among them, onion contributes 51.83 per cent of the total area, followed by tomato which is 11.96 per cent and ladies finger which is 6.62 per cent respectively of the total vegetable cultivated area.

### Block wise Fruits (Nanguneri, Radhapuram Blocks)



Banana is the third trinity of fruits and is also grown all over the district. Banana is the most widely consumed and is available in all seasons and in different varieties in the district. The total area under banana is 9,156.68ha in the district during 2010-11.

**Nanguneri, Radhapuram and Ambasamuthiram blocks** together

accounted for 75.08 per cent of the total area under this crop during 2010-11. Mango is one of the trinity of fruits in Tamilnadu and is a seasonal one. It is generally grown under rain-fed conditions in the district. The area under the crop during 2010-11 is 5,916.03 ha in the district. Mango is generally grown all over the state and concentrated specifically in the districts of **Tenkasi, Senkottai, Ambasamuthiram and Alangulam taluks** that together accounted for 63.09 per cent of the total area under this crop during 2010-11

### Amla (Sivagiri and Sankarankovil Blocks)

Nellie (Amla) is another major fresh fruit crop accounting for 9.42 per cent of the total fruit cropped area in the district during 2010-11. It is raised as both rain-fed as well as irrigated crop. Sivagiri block constitute 52.79 per cent of the area under Nelli in the district during 2010-11. Next to Nelli, lemon is the major fruit crop in the district. **Sivagiri and Sankarankovil** accounted for 71.57 per cent of the total area under this crop during 2010-11.

### 8.0 STORAGE FACILITIES

In the district there are nine cold storage unit have been setup. Cold storage unit for chillies at Pavorchatram Regulated Market have been set up for vegetable cultivation is picking up in the district especially with the support received from NHM and good PLP 2019-20 Tirunelveli District 35 market opportunities, market infrastructure like cold storages are necessary to prolong the shelf life period and prevent post harvest losses. In this regard, a 1000 MT capacity cold storage unit for chillies established at Pavorchatram Regulated Market in Tirunelveli District helps the farmers immensely. Flower Auction Centre at Kavalkinaru in Tirunelveli district: Jasmine cultivation is picking up in the belt of Nanguneri, Radhapuram and Kalakadu blocks. Department of Agricultural marketing in order to strengthen the market infrastructure for flowers, has established Flower Auction Centre at Kavalkinaru in the district.

**Table 16 STORAGE FACILITIES in the district**

S.No	Item	Numbers	Capacity (Tones)
1.	Agriculture	-	-
2.	Co-Operation	196	25345
3.	Civil Supplies	-	-
4.	PANCHAYAT Union	-	-
5.	Regulated Market	11	17800
6.	Tamil Nadu Warehousing Corp	7	18000

Source: District Statistical Handbook 2017-18

### 9.0 Research Institutions

#### **State Seed Farms, Karaiyiruppu**

The State Seed Farm was formed on 1 October 1957 at Karaiyiruppu in Tirunelveli taluk and is engaged in production of high yielding paddy seeds (certified and foundation seeds), pulses, and green manure seeds. It has a total area of 83.59 acres with a cultivable area of 76 acres. This farm received water from Karaiyiruppu kattalai tank which recharged from Kodagan channel of Tamirabarani River.

#### **State Coconut Nursery and Crossing Centre, Vadakarai**

Coconut Crossing Centre is located in Vadakarai village in Tenkasi taluk about 15 km from Tenkasi. It started functioning from 1st December 1991 in an area of 3.94 acres. Procurement of nuts and distribution of seedlings are the main function of this Centre.

#### **State Coconut Nursery, Shencottai**

A State Coconut Nursery was started in Shencottai on 5th August 1958. This nursery produces and distributes tall, tall X dwarf and dwarf variety coconut seedlings. The area of nursery is 1.95 acres.

#### **Rice Research Station, Ambasamudram**

The Rice Research Station at Ambasamudram was opened at 1937 with the objective of providing facilities for the improvement of the local varieties of paddy by pure line selection and hybridization to try the possibilities of introducing new varieties of paddy from other places and also for conducting manorial and cultural experiments. The Station was started in an area of 20.00 acres of double crop wet land and 2.18 acres of dry land. It evolves high yielding varieties of rice that would suit different agro climatic contexts which quality would resist major insects and diseases, providing techniques on seed and main field treatments for improved rice varieties, and suitable manorial recommendations for rice varieties under cultivation and for pre-release cultures culturing native soil fertility with bio-fertilizer,

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forecasting insects or diseases in relation to weather conditions and providing suitable plant protection measures are the other functions of the station. This Research station has released twenty improved strains in rice, of which the strains ASD16, ASD18 and ASD19 are being popularly cultivated in many areas of Tamilnadu.

### **Agricultural Extension Centres**

Details of Agricultural Extension Centers where Agricultural Inputs (Seeds, bio-Fertilizers, Bio-Pesticides) can be purchased.

### **10.0 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.

### **11.0 ANIMALHUSBANDRY**



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 power for both farmers and dryer. 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

**Table 17 Livestock Population in the district**

			Male	38951
		Cattle	Female	282162



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1			<b>Total</b>	<b>321113</b>	
		Buffaloes	Male	4283	
			Female	23842	
			<b>Total</b>	<b>28125</b>	
		Bovines	Male	43234	
			Female	306004	
			<b>Total</b>	<b>349238</b>	
		Sheep			303105
		Goats			330230
		Horses and Ponies			27
		Pigs			9391
		Rabbits			2504
		Camels			0
		Donkeys			252
		Domestic Dogs & others			52272
<b>Total Livestock</b>			<b>1047019</b>		
2	<b>POULTRY</b>	Fowls		3048085	
		Ducks,Drakes& Duckling			
		Turkeys			
		Others			
		<b>Total Poultry</b>		<b>3048085</b>	

Source: District Statistical Handbook 2017-18

### 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. Dairy sector is important not only as the producer of highly

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nutritious food products, but also for the sustenance of poor farmers and over all prosperity of the farming community. The district holds about 217 milk societies at various blocks; in our TNRTP block Nanguneri has highest number of milk societies 43 and followed by Radhapuram 22, the district collected about 64673 litres of milk daily.

<b>Categories</b>	<b>Quantity</b>
1. Cow milk (000 Tones)	215.78
2. Buffalo Milk (000 Tones)	36.03
3. Improved egg (Lakhs numbers )	33.39
4. Desi egg (Lakhs numbers)	155.02
5. Poultry meat (Tones)	813.67
6. Mutton (Tones)	544.53

It could be seen that the production of cow milk was more as compared to buffalo milk. Similarly the production of desi eggs was substantially higher as compared to the production of improved egg.

Increase in total white cattle population (4.42%) Decrease in Total Buffalo population (4.78 %) Increase in sheep population (7.42 %) Increase in goat population (9.56%) Increase in the poultry population (10.59%) 5.59 % increase in the cross-bred cows 18.51% increase in the cow milk production 9.65% decrease in the buffalo milk production 9.93 % increase in the total milk production and 17.66 % increase in the total meat production

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**Table 18 Milk Producers Co Operative Societies in Tirunelveli**

District	Functioning	Non- Functioning	Total
Tirunelveli	199	18	<b>217</b>
keelapovor	5	1	
kadayam	-	-	
Palayamkottai	14	-	
Nanguneri	43	4	
Valliyour	15	-	
Radhapuram	22	-	

Source: District Statistical Handbook 2017-18& DRDA Dairy

### 12.0 Industrial Scenario

The commercial activity of this urban complex (Tirunelveli) serves the needs of the major part of the district. At present, the major industrial developments are the cement factory, chemical carbide, modern rice mill and four cotton mills situated along Madurai road and in Pettai. There are no appreciable developments within the town, except some agro industries, service industries including automobile repairs and the small scale industrial units at Pettai.

Industrial Units are springing up in the Industrial Estate, located at Pettai. The 'TANSI' is located within the premises of the Industrial Estate. Automobile and other service industries are located very densely along the Nellaiyappar High road in Tirunelveli town. Cottage industries are also predominant in Tirunelveli. Beedi making, Mat weaving are the major cottage industries. Tannery industries in small scale are also found in this town. In addition to these industries, a few small scale units of brick kilns and oil mills exist in the industrial area of this town.

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### List of small medium industries in Tirunelveli

S.No	Company	Address	Industry
1	Arasan & Co	High Road, Tirunelveli 627001.	Caltex Agencies
2.	Annamalai Industries	High Road, Tirunelveli 627 001	Pump Works
3.	Annamalaiyar Bricks	170, High Road, Tirunelveli 627 001	Bricks
4.	<b>Arasan Beedi Company</b>	<b>Melapalayam , Tirunelveli</b>	<b>Beedi Manufacturers</b>
5.	Arun paper Industries	Mavadim Manoor Panchayat Union, Tirunelveli Dt	Manufacturer Of M.G papers
6.	Agri Carb (P) Ltd	A-4, Jawagar Nagar , "A" Colony , Tirunelveli 627 007	Mfg. Of Briquettes
7.	Arvind Spinners	41-A, Cheran Mahadevi Road Tirunelveli-627 006	Yarn Merchants
8.	Apollo Saline Pharmaceuticals (P) Ltd	5-C, Trivandrum Road Tirunelveli 627 003	Manufacturer Of I.V. Fluids & Injection
9.	Bharat Motors	Industrial Estate , Pettai , Tirunelveli 627 010	Mattress
10.	<b>The Bell Prodsuts Co</b>	<b>Tiruchendur Road Palayamkottai-627 002</b>	<b>Pins Manufacturers</b>
11.	Coats Viyella Ltd	Vikramasinga Puram Tirunelveli Dt	Spinning & Weaving
12.	Dharani Sugars Ltd	Vasudeva Nallur Tirunelveli Dt	Sugars
13.	<b>Flexi Back</b>	<b>9, Ponmani Colony Maharaja Nagar Tirunelveli 627 011</b>	<b>Manufacturer Of Poly Bags</b>
14.	Ganapathy Mills Ltd	Sangar Nagar Tirunelveli 627 007	Spinning Mill
15.	Glope Radio & Co	Cheran Mahadevi Road, Pettai Tirunelveli	Radio Service

## DISTRICT DIAGNOSTIC STUDY - 2019

		627 001	
16.	Gomathi Mills (P) Ltd	Viravanallur Tirunelveli Dt 627 426	Spinning Mill
17.	Godrej Agrovet (P) Ltd	Seevalaperi Road Palayamkottai Tirunelveli 627 002	Cattle Feed Manufacturers
18.	Gitanjali Mills Ltd	SankaranKovil Tirunelveli Dt	Spinning mill
19.	Gandhiji Nature Cure Hospital	Pettai , Tirunelveli 627 004	Mfg Herbal Products
20.	India Cements Co Ltd	Sangar Nagar , Tirunelveli 627 357	Cement
21.	Kadiraven Chemicals (P) Ltd	Ambasamudram Road, Munnerpallam Tirunelveli 627 356	Mfg Of Calcium Carbide
22.	Kasiyantha Cooking Ranges (P) Ltd	Industrial Estate Pettai , Tirunelveli 627 010	Pressure Cookers
23.	Kovilpatti Lakshmi Flour Mills Ltd	Gangaikondan Tirunelveli-627 352	Flour Mills
24.	Kumar Spinnng Mills (P) Ltd	V.M .Chatram Tirunelveli	Spinning Mill
25.	Kali Aerated water Works (P) Ltd	127, Trivandrum Road, Trinelveli 627 002	Aerated water
26.	Karpagam Spinners (P) Ltd	A-11, Veerabagu Nagar, Pettai Tirunelveli 627 004	Spinning Mill
27.	Krishna Mines	23, Sripuram Tirunelveli 627 001	Lime Stones
28.	MKM Chamber Bricks	49-B, Kailasapuram North St Tirunelveli	Bricks Manufacturers
29.	Muthaiah Brothers	Industrial Estate, Pettai Tirunelveli 627 010	Industries Machinery
30.	K.Mahadevan Poly Bags	32/33, A.P. Mada Street	Manufacturers of

## DISTRICT DIAGNOSTIC STUDY - 2019

		Tirunelveli	Polythene Bags
31.	<b>Rajavally Company</b>	<b>High Road, Tirunelveli 627 001</b>	<b>Beedi Leaves</b>
32.	Ragavendra Spinners (P) Ltd	A/9, Veerabagu Nagar, Tirunelveli 627 001	Spinning Mill
33.	Penguin Paper Industries	Pettai Tirunelveli	Paper Products
34.	<b>Seyadu Beedi Company</b>	<b>Sindupoondurai, Tirunelveli 627 001</b>	<b>Beedi</b>
35.	Sundaram Industries Ltd	Trivandrum Road, Tirunelveli. 627 001	Tyre Re traders
36.	<b>Sultan Pillai &amp; Sons</b>	<b>High Road Tirunelveli 627 001</b>	<b>Beedi Manufacturers</b>
37.	Sun Paper Mills Ltd	Cheran Mahadevi Tirunelveli Dt 627 414	Paper Mills
38.	N.Sangaranarayanan& Sons	121, Satyamurthi St Tirunelveli 627 006	Brass Vessels Manufacturers
39.	Seyad Cotton Mills (P) Ltd	4G, salai Street, Sindupoondurai Tirunelveli 627 001	Spinning Mill
40.	<b>Seyad Cottage Industries</b>	<b>7-C, Maharaja Nagar Tirunelveli 627 011</b>	<b>Beedi Manufacturers</b>
41.	Sri Kailas Packagings	29, Industrial estate Pettai , Tirunelveli 627 010	Manufacurer Of Cartons
42.	Sri Ragavendra paper Products	49- M, Kailasapuram North St Tirunelveli 627 001	Manufacturer Of Paper Products
43.	Sri Balaji papers	32-B, New Colony Vannarpet , Tirunelveli	Manufacturers of Boards
44.	T.V.S.& Sons Ltd	4/178, Trivandrum Road, Tirunelveli. 627 001	Motor Car Sales
45.	<b>T.P.S. Ramsait Beedi Factory (P) Ltd</b>	<b>High Road Tirunelveli 627 001</b>	<b>Beedi</b>
46.	Thirumalai Mills	112 East Car St Tirunelveli 627 006	Spinning Mill

## DISTRICT DIAGNOSTIC STUDY - 2019

47.	Tri Star Hortitech (P) Ltd	23, Sripuram Tirunelveli	Mfg Of Dried Flowers
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### Bell Pins Group

Bell Pins Group of companies was established in the year 1952 in a small town in Tamil Nadu, India. Since then, the company and the brand have grown to be a national player in the field of office and school stationery products. In the late 90s, the company started its Industrial division with the manufacturing of industrial staples and nails. With focus on quality, the company manufactures and exports many products like paper clips, paper pins, industrial staples and so on.

“Bell” brand has major share in the Indian market. The company is vertically integrated from wire drawing plants, electroplating, printing and packaging, thus ensuring quality at every process of the operation. Currently, the company is managed by second and their generation of the family and is professionally managed out of Tirunelveli, Siva Kasi and Chennai.

### Beedi workers & the Areas – a Profile

It is the second biggest district, in terms of area, in the state. The literacy rate in the district was 82.5 % with males having 89.24 % and females 75.98 %. The sex ratio is 1024 females for every 1000 males in the District as per 2011 census. Roughly 50 % of the population lives in urban areas. While SCs accounted for 18.51 % of the population, STs constituted .33% of the population (Census of India, 2011).



Majority of the beedi workers in this district, particularly in the rural areas, come from the Nadar community. Historically, most Nadars were cultivators of Palmyra

## DISTRICT DIAGNOSTIC STUDY - 2019

trees and jaggery and a few were also involved in the toddy trade. Nadar climbers had faced discrimination from major upper castes in some regions of the state. Today the community is politically influential in the Southern districts of Tamil Nadu. Muslims are another community to be found engaged in this occupation in significant numbers close to Tirunelveli town and other smaller towns in the district. Beedi Industry plays a major role in Tirunelveli economy with mostly women being engaged in Beedi Rolling works. Almost all the trade mark holding companies have their headquarters in Tirunelveli, Melepalayam or Mukkudal. The beedi rolling occupation is mostly concentrated in Alangulam, Pappakudy, Keelpavoor, Kadayam, Shencottai, Tenkasi, Ambasamudram, Cheranmahadevi blocks apart the Melepalayam municipal area.

### **Schemes for Beedi Workers**

Revised Integrated Housing scheme for beedi workers, 2005 of the Government of India is being implemented in Tamil Nadu

### **Major Industries in the district**

1. Limestone is the Major Mineral available in Rastha, Thalaiyuthu, Sankarnagar and Padmaneri
2. Limestone of Tirunelveli district contains CaO 34.57% to 55.49% MgO 0.31 to 7.24%
3. Lime Industries Manufacturing Lime Powder, Burnt Lime and Chem Powder.
4. About 65 lime based units are working in Manur Development Block.
5. Red Garnet Sand and Ilmenite is excavated from Nambiyar River beds and Seashore of **Radhapuram**  
After processing, separated Garnet and Abrasives is exported
6. Major industrial products manufactured in the district are, Cement, Cotton yarn, Sugar, Cotton Seed Oil, Printing, Paper Flour Products, Rice, Readymade Garments.



Bell pins in 1952



## DISTRICT DIAGNOSTIC STUDY - 2019

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Micro, Small and Medium Enterprises (MEME) encompasses all economic activities outside the Primary sector like manufacturing, processing, repairs, construction, trade, transport and other services carried out in rural areas or primarily benefiting rural areas. The tertiary sector in the district is well developed and absorbs a major portion of credit flow under MEME from banks in the district. Transport operators, retail traders, small businessmen, professionals/ self-employed persons providing goods and services like electrical and electronic equipment, photocopying facilities, Telephone booths, studios, etc; fall under the ambit of MEME.

Manufacturing Sector- micro, small and medium enterprises :- Handloom and Coir, Handicrafts, Small Scale Industries, Cottage and village industries, Tiny industries, ancillary units, agro industries, construction/building materials, pharmaceuticals etc. Service Sector - micro, small and medium enterprises :- General Engineering, Repair and Service centres, Printing, Kisan service Kendras, SRWTO, Trade/small businesses, Information Technology and Tourism As per district profile, there are 25 medium and major industries such as cement, cotton yarn, calcium carbide, sugar, cotton seed oil, printing papers and flour mill etc. Among the other industries in the district, pin, clip, matches, beedi, vessels making and engineering industries are important. The important village industries functioning in the district are Handloom, Poultry farming, Brick kiln, Jaggery production. Handloom products like Lunge, Sarees etc., are marketed in north India. The fine Korai mats from Pathamadai have one of the world fame. Kallidaikurichi Pappads, Karukurichi mud pots and Tirunelveli "Halva" are specialities which earned many laurels to the District. Nineteen industrial cooperative societies under the control of District Industries Centre are engaged in readymade garments, supply of police uniforms, manufacturing and supplying brass, aluminium, stainless steel vessels and brass metal products, printing and supply of books, forms and stationery, production of ply coir yarn, manufacturing and supply of polythene bags, safety matches, manufacturing of bricks, etc. As at the end of 31 March 2017, there were 825 working factories engaged in cotton, spinning, cleaning, baling, manufacture of food

## DISTRICT DIAGNOSTIC STUDY - 2019

& beverages, manufacture of textiles, paper, publishing and printing, matches, fireworks & surgical cotton, non-metallic mineral products, fabricated metal products, electrical machinery, maintenance and repair of heavy motor vehicle, etc.

**Table 19 Registered units in the district**

Industry	No. of Registered Units	Percentage
Agro-Based Industries	926	10.56
Forest-Based Industries	431	4.91
Textile-Based Industries	803	9.16
Animal-husbandry-Based Industries	155	1.76
Mineral- Based Industries	357	4.07
Chemical- Based Industries	805	9.18
Engineering- Based Industries	1250	14.26
Electrical	788	8.99
Industries Miscellaneous	3,270	37.31
TOTAL	8,763	100

Source: District Statistical Handbook 2017-18

### 12.1 Clusters in Tirunelveli

#### BricksCluster



Bricks cluster is artisan type moderate cluster covers about 50 members of micro and small producers of Sankarankovil and vasudevanallur Development Blocks. Annual Production of these units is estimated as Rs.6.0 Corer and expects to

## DISTRICT DIAGNOSTIC STUDY - 2019

provide employment to about 3000 people of this industrial backward area. It is proposed to install the Vertical Shaft Bricks Kiln (VSBK) in four places, say, Duraisamiapuram & Puliangudi in Vasudevallur Block and Kuvalaikanni & Kandigaiperi in Sankarankovil Block. Each CFC centre will have two bricks making machine, which will make about 20,000 Bricks every day in full capacity utilization. Each CFC Centre will have one VSBK, which can fire about 10000 bricks every day. Total project cost is Rs.227.29 corer out of which Government of India contributes Rs.123.54 Cr. Indian Banks supports this project. One CFC at Duraisamiapuram has commissioned in 2013. Due to scarcity of sand the project is not being fully operated. The project is implemented by Sri Ganga seva Sangam, Duraisamiapuram, Tirunelveli-Dist.

### **Rice Mill in Keelapavour**

It is a moderate cluster; about 100 modern rice mills are functioning in Alangulam and Keelapavour Development Blocks. Investment ranges from Rs.15 lakh to Rs.2.0 Corer in these units. Annual Production from these units is about Rs. 260 Cr and provides employment to 2500 people. Saral Agro Products Pvt Ltd Keelapavour, which is



the implementing agency of the project proposed to manufacture Rice Bran Oil from the waste material of member rice mills. Total project cost 690.58 lakh out of which Government of India's contribution is Rs. 466.03 lakh. The building construction work is almost completed. Canara Bank supports this project. The full-fledged project is to be commissioned soon.

## DISTRICT DIAGNOSTIC STUDY - 2019

**Table 20 Block wise registered units in the district**

S. No	Name of the Block	Registered units	Land & Building Rs. In Lakhs	Plant & Machineries Rs. In Lakhs	Employment Generation
01	Alangulam	533	407.00	330.00	1880
02	Ambasamudram	1010	631.49	190.00	5599
03	Cheranmahadevi	311	243.80	200.00	1410
04	Kadayam	332	466.55	160.00	1860
05	Kadayanallur	541	244.00	390.00	2275
06	Kalakkad	302	242.90	300.00	1195
07	Keelapavoor	848	206.18	987.00	3740
08	Kuruvikulam	699	196.00	520.00	460
09	Manur	2080	228.00	222.00	8551
10	Melaneelithanallur	319	1694.77	210.00	1485
11	Nanguneri	475	220.00	313.00	1745
12	Palayamkottai	3114	764.00	1268.00	17409
13	Pappakkudi	363	3223.00	200.00	2485
14	Radhapuram	573	446.83	590.00	2126
16	Sankarankovil	1207	1712.48	823.00	6550
15	Shenkottai	1160	909.05	720.00	6416
17	Tenkasi	986	1050.24	880.00	4126
18	Valliyoor	876	926.00	430.00	2555
19	Vasudevanallur	943	594.34	410.00	2899
	<b>Total</b>	<b>16672</b>	<b>14403</b>	<b>12441</b>	<b>78566</b>

Source: District Statistical Handbook 2017-18

### 13.0 Tourism

There are many tourist centers in Tirunelveli district. But only the important tourist centers with very good background tourism elements and where the flow of tourists is also considerable are summarized below.

#### **Courtallam**



The very name of Courtallam brings to one's minds and eyes the legendary waterfalls, the major attraction to the young and the old, rich and poor, local or interstate and foreign tourists. The attraction is the wild climate with a soft sun and pleasant drizzling. Courtallam is also equally known for its temple dedicated to

Kutralanathar with his consort Kuzhalvaimozhi Ammai and Saint Manickavasaka's Thiruvagasam sings the glory of it. Courtallam besides being an ideal tourist spot is also an excellent health resort. The water of Courtallam possesses medicinal properties as it passes through the forests of herbs and medicinal plants in the hills before it descends. The water of the various falls in Courtallam has a miraculous effect on the health and convalescing effect on those who bathe there.

Courtallam enjoys an elevation of an altitude of about 167 meters from the sea level, on the Western Ghats. The season at Courtallam prevails for four months from June to September in a year. Another special feature of this tourist spot-cum-temple town is that it features in the folk drama, "Thirukkutrala kuravanji" composed by the celebrated poet Thirukoodarasappa Kavirayar about a century and half ago. This is considered as the greatest literary tribute to the place, its deities, mountains, forests, the tribes (Kuravan) their life-style, etc. That it lends itself to music makes it a unique literary creation.

## DISTRICT DIAGNOSTIC STUDY - 2019

### **Papanasam**

Papanasam is famous for the salivate temple namely Papavinasar Temple. This place is having well knit communications both by road and by train. Papanasam is also called Papavinasam. It is famous for the beautiful Kalyana Theertham Fall

District Science Centre and Museum

The District Science Centre is located on the bank of Thampiraparani River at Kokirakulam. This centre highlights modern scientific innovation, theory and formula for younger generations. It is a worth seeing centre for everybody. There is a multipurpose museum located in Tirunelveli - Tiruvanandapuram road at Palayamkottai. All kinds of archaeological remaining are can be seen.



### **Navakailayam**

Nine Lord Siva Shrines highlights Navagrahas, which gives health and wealth to the pilgrim. The following are referred as Navakailayam shrines.

1. Papanasam, 45 km from Tirunelveli
2. Cheranmahadevi, 22 Km from Tirunelveli
3. Kodayanallur, 15 km from Tirunelveli
4. Kuimathoor, 7 km from Tirunelveli
5. Murappanadu, 17 km from Tirunelveli on the way to Tutucorin
6. Srivaigundam, 30 km from Tirunelveli on the way to Tiruchendur
7. Thenthirupperai, 38 km from Tirunelveli on the way to Tiruchendur
8. Rajapathi, 38 km from Tirunelveli
9. Sendamangalarn, 43 km from Tirunelveli

### **13.1 Employment Opportunity on Tourisms Sector**

In Tirunelveli district there was an increase in the flow of tourists by 5.08 percent in the year 1998 comparing the same with the year 1996. The most attractive tourists

## DISTRICT DIAGNOSTIC STUDY - 2019

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centre at Tirunelveli district is Courtallam, the "Spa of the South". Courtallam is well-known for its pleasing weather in the month of June, July and August with drizzling. Courtallam is also a famous pilgrim centre. The other important centers are Papanasam and Tirunelveli city. Papanasam bestowed with river Thamiraparani originated from the verdant forest "Pothigai". Tiger Sanctuary at Mundanthurai, Agasthiar Falls, Karaiyar and Cheryalar dam, Hydrel-Power Project are other places worth seeing. Tirunelveli a well-known pilgrim centre is situated on the bank of the river "Thampiraparani". Nellaiappar Temple, Krishnapuram Temple, District science centre and museum are the attractive tourist spots. The other pilgrim centers to which tourists throng are 200 Sankarankoil, Tenkasi, Kadayafiallur, Ambasamudram etc. The Kunthankulani Birds Sanctuary, Mundanthurai Tiger Reserve, Krishnapuram Temple and Kalakad Tiger Reserve attract more foreign tourists to this district. With regard to accommodation, private lodge owners were holding considerable number of lodges than that of the lodges held by Government or local bodies or temples under the control of Hindu Religious and Charitable Endowment. There was a dearth of star category hotels whereas the unclassified lodges were dominating in this district. Majority of tourists came from south Asia to the district. The average length of stay of foreign tourists was less than two days. The average room occupancy rate of lodging units was 58.77 percent in this district. There was a tremendous increase in the employment generated by the tourism industry in this district. Hotel sector provided the maximum employment followed by transport sector restaurants and shops to the unskilled labor. The women workforce was dominating more in shops dealing with handicrafts

### **14.0 Qualitative skill gaps**

Training on Post harvest Plan in Agricultural and horticultural Products.

Training on food Processing enterprises

Training relates to Garment and textile.

## DISTRICT DIAGNOSTIC STUDY - 2019

Hospitality and tourism related trainings.

Mechanization training to producers

Poly house and grafting trainings.

Service technician trainings to farm equipments.

### 15.0 BANKING & INSURANCE

**Table 21 No. of Commercial Banks 2017 – 2018**

Item	No. of Branches	(Amount in 000“)		
		Deposit	Advance	Credit Ratio
Commercial Banks	339	151352705	134413802	89%
DCCB & Urban Banks	49	8598489	7970770	93%
Regional Rural Banks	65	13781200	10347100	75%

Source:  
Lead  
Bank  
Tirunelveli  
(Indian

Overseas Bank).

**Table 22 Insurance Scheme 2017-2018**

Name of the Insurance	No. of Branches	Policies Issued	Premium Received (in Corers)	No. of Beneficiaries	Amount paid as Compensation (in Corers)
1. L.I.C	16	116779	2674.22	156411	616.65
2. Oriental	4	19570	5.44	19570	3.29
3. The New India Assurance	7	70900	17.14	2239	5.70



## DISTRICT DIAGNOSTIC STUDY - 2019

4.	United India Insurance	2	61035	47	2424	24.67
5.	National Insurance Co.LTD.	-	-	-	-	-

Source: Concerned Insurance Companies

### Financial Institutions

The District has a well-built banking structure catering primarily to the needs of the farming population. The district is well served by 29 banks including co-operative banks with their 252 branches and 500 and odd non-banking finance companies. Both the public and the private sector banks play an active role in extending finance to agriculture in line with the national objectives.

The following table shows the financial institutions in Tirunelveli district as on 31st March 2010

#### FINANCIAL INSTITUTIONS IN TIRUNELVELI DISTRICT

Sl.No.	Banking Sector	No. of Banks	No. of Branches
1.	Public Sector Banks	15	127
2.	Private Sector Banks	7	27
3.	Pandiyan Grama Bank	1	51
4.	TCCB Ltd.	1	26
5.	Land Development Bank	1	8
6.	Urban Co-operative Bank	1	10
7.	TIIC	1	1
8.	TAICO	1	1
9.	REPCO	1	1
<b>Total</b>		<b>29</b>	<b>252</b>

It is ascertained from the above table that there are 15 public sector banks with 127 branches spread across the district, whereas the private sector banks and

## DISTRICT DIAGNOSTIC STUDY - 2019

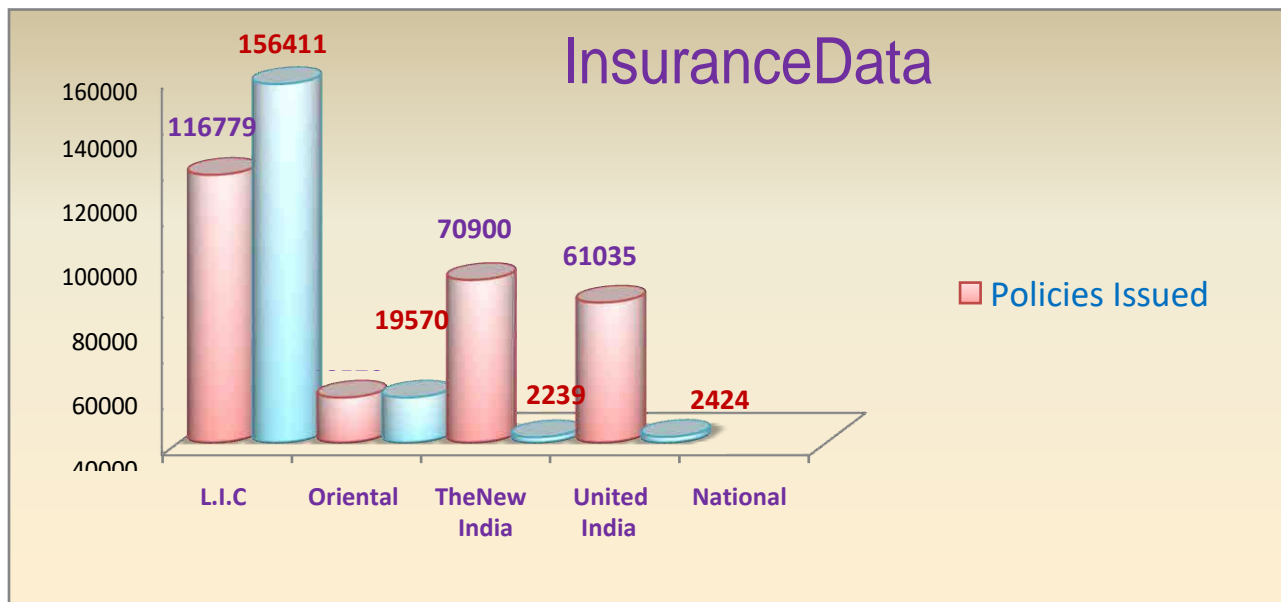
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other financial institutions account for seven each. Pandian Grama Bank has 51 branches. The Tirunelveli District Central Co-operative Bank has 26 branches and the urban co-operative bank has 10 branches in the district. Private sector banks will have an eye over profit which is possible only when the advance is extended to industrial units where attractive rate of return to 138 the bank is possible and discretionary banking would be permitted by the Government.

This phenomenon makes one to come to the conclusion that the cannon that the Government should not have an eye out and out on profit while rendering service to the public is followed in the district. As to the number of branches the proportion of public sector banks and Pandian Gramma Bank is interesting and deserves an analysis. While the bank is 1:8.47 that in Pandian Gramma Bank is 1:51.

This indicates that the Pandian Gramma Bank has surpassed the other public sector banks in the matter of opening branches. This is due to the fact as the main object of the PGB is to develop agriculture by extending loans to the farmers in the village, it has outnumbered other branches in the district. The existence of more public sector banks as compared to private sector ones is because of the fact that the main activity in the district is agriculture. Agriculture advances are subject to the stringent rules and regulations of the Government with regard to rate of interest, subsidy and security. Discretionary banking is not permitted as regards agriculture resulting in low rate of return to the bank.

## DISTRICT DIAGNOSTIC STUDY - 2019



**Table 23 Banking and Credit**

Sl. No.	Name of the Bank	Agriculture			MEME		
		Plan	Ach	%	Plan	Ach	%
1	SBI	9365900	9456300	101	726000	769230	106
2	BOB	604600	539500	89	69200	55320	80
3	ALB	281000	236512	84	39800	32238	81
4	BOI	600350	523650	87	92300	77532	84
5	BOM	47300	43268	91	10600	8200	77
6	CAB	8190500	8216530	100	415900	420560	101
7	DB	47300	40750	86	8500	7650	90
8	INB	4985200	5106030	102	425800	412500	97
9	IOB	12858000	13259600	103	740000	789500	107
10	CBI	1352000	1257360	93	103000	88590	86
11	UBI	662750	589752	89	66000	55600	84
12	PNB	692240	652300	94	221000	196690	89

## DISTRICT DIAGNOSTIC STUDY - 2019

13	UnBk	47500	40375	85	18000	17300	96
14	UCo	155850	137148	88	45300	42650	94
15	SYB	840860	782000	93	44800	38590	86
16	ANB	352200	316980	90	18100	13500	75
17	Corp	766000	697060	91	75000	65900	88
18	VB	166250	156275	94	24600	21620	88
19	OBC	36200	33666	93	8800	7580	86
20	IDBI	153740	136829	89	27500	18575	68
21	ICICI	736000	701260	95	103800	95496	92
22	BANDH	10000	7500	75	30000	27000	90
23	CUB	262000	252301	96	145000	133400	92
24	KVB	842700	783711	93	129200	120156	93
25	LVB	180900	162810	90	300000	270000	90
26	TMB	4532800	4426500	98	750000	697500	93
27	FDB	168500	153335	91	35000	29860	85
28	KNB	22500	20250	90	5500	4350	79
29	SIB	134600	118448	88	11000	8630	78
30	AXIS	397200	369850	93	55000	46200	84
31	HDFC	208200	210560	101	95500	82130	86
32	PGB	10880000	11123000	102	250000	230000	92
33	DCCB	3257718	3236980	99	69500	63245	91
34	URB	61782	55987	91	5500	4895	89
35	SLDB	-	-	-	15000	13500	90
36	TIIC	-	-	-	250000	225000	90
37	TAICO	-	-	-	7500	6750	90
	<b>Total</b>	<b>63900640</b>	<b>63844377</b>	<b>100</b>	<b>5437700</b>	<b>5197437</b>	<b>96</b>

Source: District Statistical Handbook 2017-18

### 16.0 Commodity prioritization Block wise

#### **Keelapavoor**

Pot Making, Handloom, Agri Marketing, Rural Artisans Development  
Palayamkottai

#### **Radhapuram**

Fish Market Development, Palm Product Production, Cold Storage for  
vegetables

#### **Vallioor**

Flower Market, Agri Storage, Banana Plant Products  
Production,

#### **Nanguneri**

Utilizing the Special Economic Zone, Paddy Agri Storage, Banana Plant  
Products Production.

#### **Kadayam**

Agri Marketing, Cold Storage for Lemon.

## DISTRICT DIAGNOSTIC STUDY - 2019

<b>COMMODITY PRIORITIZATION TABLE</b>						
<b>S. No</b>	<b>CRITERIA</b>	<b>DESCRIPTION</b>	<b>COMMODITY</b>			
			<b>Paddy and Banana</b>	<b>Lemon</b>	<b>Amla</b>	<b>Onion</b>
1	Trend in number of producers involved in the commodity	For commodities which has large number of producers.	Water Intensive crop. Hence not prioritised	>100%	>100%	Positive
2	Community Interest	Economic viability, Staple food, Knowledge and technology availability, Extension services, Awareness about Market availability		Second most district in production, Ready markets production in all seasons	Second most district in production cultivating use of less water.	Fifth most district in production and its usage standby through the year.
3	State/National Priority (Thrust from government)	State/National Government Schemes and Investments		Government decided to built hold storage for lemon at Sankarankovil	Amla production encouraged by Government to enhanced its productivity.	Government providing storage and encouraging export to other states as large scale.
4	Comparative advantage	Production, Favourable climatic conditions, GI type characteristics, Uniqueness emerging out of Ethnicity and culture, A prevalent cluster.		High demand through out the year, Soil and climate favorable for lemon production in western belt	Now a day's its usage increasing statewide and also used as medicine	Produced as large scale in western blocks and through out the district
5	Access to Market	Ability to sell the produce at a remunerative price- Local, National & International markets.		High demand in summer and through out the year for lemon juice and pickle making.	Steady increase in demand throughout the nation, rise in prices.	High demand for Onion in local market and nearby state of Kerala
6	Opportunities	Productivity and value added products.		Productivity significantly lower than the State Average though largest producing state, Value added products	Scope for productivity enhancement, promotion of amla juice, medicine and pickle makings.	It is used as daily in most of the households in our country.

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### Summary / Conclusion

- Tirunelveli district is having a geographical area of 6,759 sq.km in the south eastern portion of Tamil Nadu and is triangular in shape.
- Tirunelveli has fertile soils only in scattered regions. Less fertile red soils are found distributed over most of the region
- Paddy occupies the largest area of cultivation, followed by cotton. Paddy is cultivated mainly in Tirunelveli, Palayamkottai, Tenkasi, ShenKottai, Ambasamudram and Nanguneri taluk.
- The total area of the forest of the district is 1, 22,055 ha of which 81,700 ha is set apart for Tiger reserve at Mundanthurai and Kalakadu.
- Tirunelveli district enjoys the benefit of the early showers of south west monsoon and of the later rains of the north-east monsoon.
- The district is chiefly irrigated by rivers rising in Western Ghats.
- The faunal population both terrestrial and avifauna, of this division is also varied and fascinating like its varied floral composition
- The decadal growth rate indicates that there is a considerable increased in population in the corporation, municipalities and town PANCHAYAT of the district.
- Though the main occupation of the people is cultivation, in recent years industries and services are also competing with this traditional occupation.

In this work urban expansion of the rapidly growing regions Tirunelveli taluk has been studied to predict the resource and enterprise opportunity. The output result predict that there is a great increase in the growth of settlement due to the conversion of barren land, shrub land and agriculture land areas in future. An accuracy of more than 70% was obtained in all stages. This rapid and massive conversion of the agricultural and shrub land into settlement would lead to serious environmental impacts unless proper environmental management plans were implemented for the rapid urban area.