



DIRECTORATE OF RURAL DEVELOPMENT & PANCHAYATRAJ GOVERNMENT OF TAMILNADU



Tamil Nadu Rural Transformation Project
Tiruppur District Diagnostic Study (DDS)

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Executive Briefing:

Tiruppur has an importance in the international business landscape in the clothing and knitting sector. The district is well established, with a business ecosystem along with infrastructure, connectivity, machineries, manpower and market.

District Diagnostic Studies was Conducted by Collection of Secondary data, Validation and interviews with line department Officials, experts, including business people, academics, and Stake holders with an Objective to identify Commodities and subsectors in Tiruppur for project interventions through TNRTP

A range of resources have been identified to understand the business focal points in tiruppur and the Place Tiruppur occupies in the economical map of the state . This Diagnostic study has findings from recent survey and analysis on the enterprise environment in Tiruppur District focusing on Socio, economic , geography and demographical resources for farm, off farm and Non farm sectors in Tiruppur District for Enterprise Promotion.

Tiruppur has been growing into an economic power with importance to the entrepreneurship and employment generation. Tiruppur is gaining momentum in business for more than four decades. The Clothing sector in Tiruppur is well connected to the national and international global value Chains.

The findings in the DDS brings out a broader understanding into the flow of rural economy of Tiruppur district .

District Context – Tiruppur:

The district has been a Rural Transformation from a Small village to an attractive Business District.

After independence of India, Tiruppur was a habitation of Mangalam Panchayat, Palladam block. Tiruppur was an agricultural town with irrigated farms and the farmers became small owners of various textile related units during the 1970s. Tiruppur was an obscure town once has now been placed in the knitwear map of global apart from catering to the whole India. Tiruppur is the Country’s largest textile cluster and accounts for 90% of the country’s cotton knitwear exports. The boom in the textile industry led to an inter woven network of the small scale units leading to growth of the city into a major textile hub.

The success story of Tiruppur can be mainly attributed to the entrepreneurial skills of the people coupled with hard work and commitment to the job. Within three decades, the knitwear exports from Tiruppur has grown up by leaps and bounds, from less than Rs.10 crores in 1984 to Rs.26,000 crores in 2016 – 17 and in 2017-18, it recorded Rs.24,000 Crore and again clocked Rs. 26,000 Crore in 2018-19. The achievement is from Three million to three billion in three decades.

Top 10 fastest-growing cities in the world, 2019-35				
Rank	Growth (%y/y, 2019-35)	City	GDP 2018 (\$ billion, constant 2018 prices)	GDP 2035 (\$ billion, constant 2018 prices)
1	9.17	Surat	28.5	126.8
2	8.58	Agra	3.9	15.6
3	8.50	Bengaluru	70.8	283.3
4	8.47	Hyderabad	50.6	201.4
5	8.41	Nagpur	12.3	48.6
6	8.36	Tiruppur	4.3	17.0
7	8.33	Rajkot	6.8	26.7
8	8.29	Tiruchirappalli	4.9	19.0
9	8.17	Chennai	36.0	136.8
10	8.16	Vijayawada	5.6	21.3

Source: Oxford Economics

Introduction:

Project Background:

Tamil Nadu Rural Transformation Project (TNRTP) is a transformative project that looks beyond poverty alleviation by building sustainability and prosperity of rural communities through Enterprise promotion, access to finance and employment opportunities in 120 Blocks in 26 Districts in 3994 Village panchayats. The project covered in Tiruppur district 5 blocks 122 village panchayats.

The project will build on the investments made by Tamil Nadu Empowerment and Poverty Reduction Project (TNEPRP), Tamil Nadu State Rural Livelihood Mission (TNSRLM) and National Rural Livelihood Project (NRLP) since 2005 and 2011.

Tiruppur at a Glance

Tiruppur banian industry, the cotton market, kangeyam bull and the famous uthukkuli butter, among other things, provide for a vibrant economy.

Tiruppur District is formed in 22 February 2009 as 32nd district of Tamil Nadu, India, which is well-developed in industrial and business activities. Tiruppur district stands 12th rank in terms of population size among the districts.

The city of Tiruppur is the administrative headquarters for the district. It is located on the banks of the Noyyal River.

Demographic Profile:

Tiruppur is located at 11.1075°N 77.3398°E on the banks of the Noyyal River. It has an average elevation of 295 metres (967 feet) and covers an area of 159.6 km² (61.6 sq mi). District falls within the latitude from 10°12'47" to 11°22'26" and longitude from 77°04'30" to 77°56'00".

In Tiruppur there are 7 Taluks, 13 Community Development Blocks, and 297 Revenue Villages in the district. The district consists of 1 Municipal Corporation, 6 Municipalities, 17 Town Panchayats and 25 Census Towns.

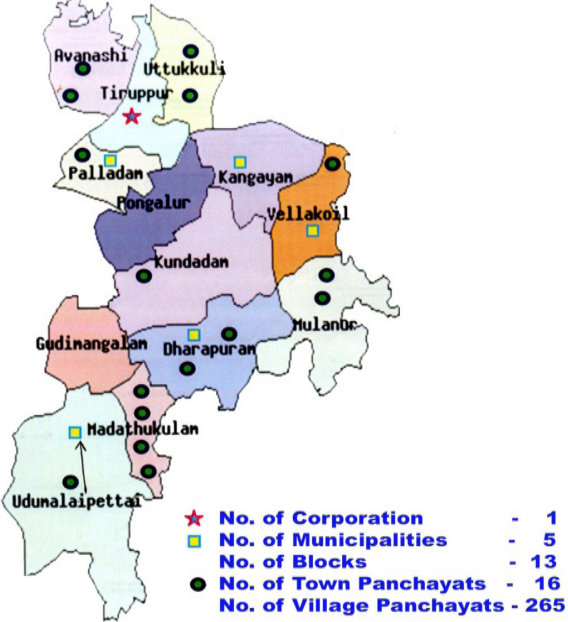
	Name of the Blocks	Number of Villages
	Avinashi	31
Gudimangalam	23	
Madathukulam	11	
Palladam	20	
Pongalur	16	
Tiruppur	13	
Udumalpet	38	
Dharapuram	16	
Kangayam	15	
Kundadam	24	
Mulanur	12	
Uthukuli	37	
Vellakoil	9	
Total	265	

Table1 : Fig 1 : Blocks and local bodies

Area & Population

Decadal growth of the population

An official Census of India 2011 giving population details of Tiruppur, a district located in the western region of Tamil Nadu has been released by Directorate of Census Operations in Tamil Nadu. As per census 2011, Tiruppur had population of 24,79,052 of which male and female were 12,32,893 and 12,46,159 respectively. In 2001 census, Tiruppur had a population of 19,20,154 of which males were 9,78,349 and remaining 9,41,805 were females.

- The district population density is 478 persons per sq. km, lower than the State population density of 555 persons per sq. km.
- The district population and decadal change during 2001- 2011 is 29.1%, the third highest among districts.
- The district population share in urban areas of 61.36% is higher than the State population share in urban areas.

Table2 Area , Population, Male & Female

S.No	Particulars		Status of			
1	Area		5186.34 Sq.K.M.			
	Category	Total	Male	Female	Rural	Urban
2	Population	24,79,052	12,46,159 (50.4%)	12,32,893 (49.6%)	9,57,941 (38.64%)	15,21,111 (61.36%)
3	Literacy	17,60,566 (78.68%)	9,59,623 (85.49%)	8,00,943 (71.82%)	6,11,317	1,149,249
4	Scheduled Caste	3,95,876 (31.77%)	1,96,907 (49.74%)	1,98,969 (50.26%)	NA	NA
5	Scheduled Tribe	5,458 (0.22%)	2,740	2,718	NA	NA
6	Literacy	SC: 2,43,305 (61.46%)	ST: 2,960 (54.23%)			

(Source: District Hand book 2018-19)

Table3 POPULATION OF THE DISTRICT DECENNIAL GROWTH

Period	Region	Population		% Variation Since previous Census
2001-2011	Tiruppur District	Male	267810	29%
		Female	291088	27%
		Total	558898	31%

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

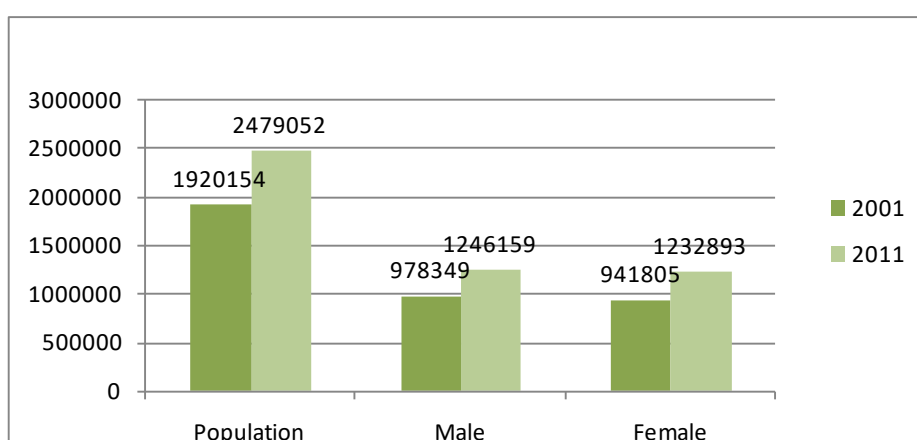


Table4 POPULATION BY AGE GROUPS

Sl. No	Age Groups	Persons in District	Persons in Tamil Nadu	Percent to total in	
				District	Tamil Nadu
1	15-19	192942	6253792	7.78%	8.67%
2	20-29	449626	13075289	9.07%	13.51%
3	30-39	432979	11652016	8.74%	8.09%
4	40-54	493426	13480725	6.64%	5.13%
5	55-64	203355	5883750	4.11%	4.08%
6	Above 65	264900	4727150	1.71%	1.03%

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

15-19 age group ratio this is a potential age group. Now these categories are important to our project to develop the skills and Job opportunities creation, entrepreneurship qualities development and enterprise promotion aspect.

But increase of population in the lowest area becomes a threat to future in many aspects like ground water, rainwater, air, soil, sound pollution to the city. Also the well-being of the future generation becomes a big good question mark.

There is lot of opportunities in these areas in terms of innovativeness in industrial sector also in agricultural activities.

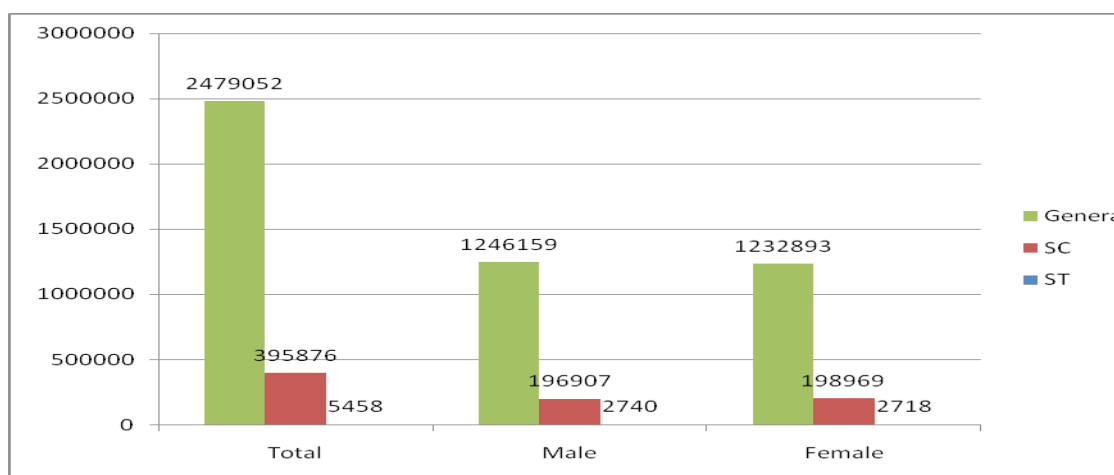


Fig 2

Literacy:

The district’s literacy rate is 78.7 per cent, which is marginally lower than the State average of 80.1 per cent, but higher than All-India average of 74 per cent. Male literacy at 85.5 per cent is higher than female literacy rate at 71.8 per cent. The literacy rate of urban population is 90.8% is higher than the rural population which is 81.18 percent.

For 2001 census, same figures stood at 80.44 and 61.37 in Tiruppur District. Total literate in Tiruppur District were 1,760,566 of which male and female were 959,623 and 800,943 respectively. In 2001, Tiruppur District had 1,222,628 in its district.

SC & ST & Literacy status:

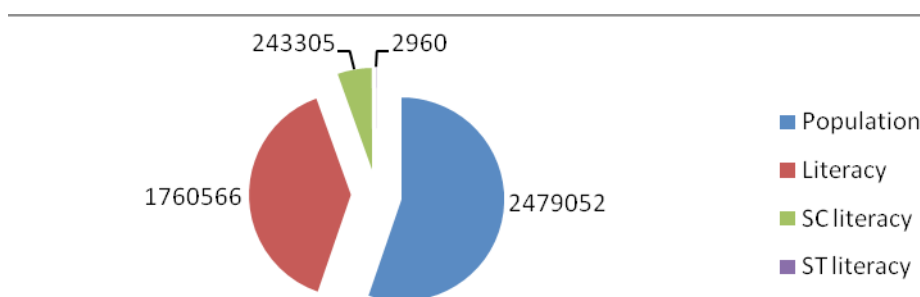


Fig 3

Occupation Profile:

Table5 POPULATION BY BROAD INDUSTRIAL CATEGORIES OF WORKERS

Sl.No	INDUSTRIAL CATEGORY	District		Tamil Nadu	
		Persons	% to Total Workers	Persons	% to Total Workers
1.	Main Workers	1168596	92%	27942181	85%
2.	Marginal Workers	97541	08%	4942500	15%
Total		1266137		32884681	
3.	Cultivators	135817	10.7%	4248457	12.9%
4.	Agrilabours	246333	19.5%	9606547	29.2%
5.	Household Industry, Manufacturing, processing, servicing and repairs	40988	3.2%	1364893	4.2%
6.	Other Workers	842999	66.6%	17664784	53.7%
7.	Non- Workers	1212915		39262349	
Total		2479052		72147030	

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

The workforce participation rate of the district (51 per cent) is one among the highest in the state and significantly more than the state average of 46 per cent. The industrialization of the district is reflected by the workforce rate.

There was a total of 2479052 workers, comprising 135817 cultivators, 246333 main agricultural labourers, 36,139 in house hold industries, 842999 other workers, 97541 marginal workers, 5,486 marginal cultivators. Non workers of the district are 1212915.

Infra Structure:

Transportation Details:

Transport: Being one of the prominent industrial centre of the state, the district has a well-developed and connected road transportation system.

Road: The district is well connected by means of road through national and state highways to many prominent places in and around the district. Three National highways pass through the district including NH-47(Avinashi), NH-67 (Kangeyam-Palladam) and NH-209 (Udumalpet). There are also various state highways connecting to various urban centers in the district.



Rail: Tiruppur station is the only major railway station in the district. The other major taluk centres such as Kangeyam, Palladam, Avinashi does not have railway connectivity and depend on Tiruppur railway station for transportation.

Air: The nearest airport is Coimbatore, which is 45 km away from the district headquarters.

Port: The nearest port is Kochi port with about 235 km distance and Tuticorin port with about 320 km distance. Tuticorin port is used for transportation of majority of the export goods from the district.

Table6 Transport facility

Road	:	State Highways	625.516 Km
	:	Sugarcane Road	103.771 Km
	:	Other District Roads	1634.661 Km
	:	Major District roads	471.750 Km
	:	National Highways NH 47: 35 Km NH 67: 68Km & NH 209 : 25 Km	
Railway station	:	1 (Tiruppur Railway station)	
Airport	:	Nil (Nearby airport Coimbatore. Distance 45Kms)	
Port	:	Nil (Nearby Port Kochi)	

Transport enables trade between people, which is essential for the development of civilizations. Transport plays an important part in economic growth and globalization, but most types cause air pollution and use large amounts of land. In tiruppur as a western region of TamilNadu, connect with all districts & states by road easily. It helps to increase the business and logistics aspect. By rail and Port helps to goods delivery purpose. In Air also using our foreign business trade and opportunities.

Resource institutions: Education:

There are more than 1400 schools in the district. For higher education, there are about 17 arts & science colleges in the district and for technical education,

there are 15 institutes (eight polytechnics and seven engineering colleges) in the district. The famous educational institutes in the district include Sainik School in Amaravathi Nagar and NIFT TEA College of knitwear fashion in Tiruppur.

All are well known that tiruppur is a Apparel town. In last three years School education achievement of tiruppur was high. In last year Tiruppur district achieved highest percentage of Hr sec education.

Table7 List of institutions provide trainings for Farm, Off Farm & Non Farm sectors.

S.No	Name of the Institution	Providing Services
1	KVK Devanampalayam	Farm, Off farm trainings, Income generation, Value addition training, Crop based technological training
2	Animal Husbandry	Animal diseases precaution, prevention, Awareness of insurance
3	Agri Marketing	Marketing tie-ups, FPOs training
4	TNAU – Coimbatore (Nearby)	All agri related training
5	Vanavarayan -Coimbatore	All agri related training
6	DIC	All industries and entrepreneurship training
7	KNIT TEA	Garment, Knitting related training
8	ATDC	Garment, Knitting related training
9	IL & FS	Powerloom, Weaving new technological training
10	Suguna poultry	Poultry based study, Training, prevention of bird diseases

In addition, lot of small training institutes are available to provide the trainings related food processing, logistics management, office administration and major livelihood activities. In Tiruppur employment office told totally 1,38,335 youngsters registered and awaiting for the job opportunities. District Industrial centre(DIC) providing NEEDs, YEGP and other entrepreneurship trainings.



In skill & Job opportunities component this institutions and their trainings are giving additional support to achieve the target. Entrepreneurship trainings give handholding to our project beneficiaries to success in their growth.

Health:

There are about eight government hospitals, 44 govt. primary health centers and 242 govt. health sub centers offering public health service to the public. Lot of Private hospitals also available in this district. Health Department plays important role in this district.

Community Based Organisations



Community Based Organizations (CBOs) such as Village Poverty Reduction Committees (VPRCs) and Panchayat Level Federations (PLFs) were promoted to provide services to poor. These CBOs leverages financial support from banks and provide support to the members for the livelihood activities.

Table8 CBOs Details:

S.No	List of CBOs	Nos
1	VPRC	262
2	PLF	265
3	No of Self-Help Groups	5299 (Details uploaded in NRLM Portal)
4	Actual SHGs	7212
5	SHG Linkage	930.57 Crore (Last 10 Years)
6	No of PLFs	265
7	Bulk Loan	33 @ 9.48 Crore
8	Trained & Placed youths	8741 & 5741

FPOs: (Farmer Producer Organizations):

Apparel city also well known as an Agriculture city. In Tiruppur 14 FPOs are successfully registered and doing their business. In this FPOs 3 are under the guidance of NABARD. These 14 FPO's are registered and they are doing business.

Table9 The list of FPOs (FPC- Farmer producer company) given below.

S. No	Name of the Farmer Producer Company	No.of Farmers enrolled	Coordinating agency (Dept/ SFAC/Owned/ NGO/ NABARD/Agri/ Horti/Private	Activities
1	Tiruppur Farmer Producer Company Ltd	500	Central SFAC	Unnatham Angadi (Agri Input Shop)
2	Thirumoorthimalai Farmer Producer Company Ltd	860	NABARD	Maize based value added products
3	Cheran Farmers Producer Company Limited	500	NABARD	Coconut, Paddy & Pulses
4	Vavi Farmers Producer Company Limited	302	NABARD	Coconut Trading
5	Udumalpet Coconut Farmer Producer Company Ltd	1000	NGO	Coconut based value added products. Neera & its value added products.
6	Udumalai Baalaji Neera Producer Company Ltd	300	Self	Coconut based value added products
7	Kongumandalam Coconut Producer Company Limited	726	Self	Coconut based value added products
8	Ainthinai Uzhavar Producer Company Limited	10	Self	Gloriosa superba Trading
9	Varam Farmer producers company ltd	100	Self	Vegetable seedlings sale, Agri Inputs sale &Collection of maize and copra trading from the farmer field and sale to the end user
10	Madathukulam Coconut Producer Company Limited	1850	Coconut Development Board	Coconut Jaggery , Coconut sugar, Coconut oil, coconut oil based soaps of 4 flavours. Neera & its value added products.

11	Nallaru Coconut Farmer Producer Company Limited	760	TNSFAC (Dept of Agri Marketing)	Coconut based value added products (Coconut oil, Groundnut oil, Virgin coconut oil, Dessicated coconut powder, Coconut Jagerry). Marketing through TNSFAC shop in Chennai. Applied for MSDA value addition Unit.
12	APTP Collective Farming Farmers Producer Company Limit	1000	TNSFAC (Dept of Agri Marketing)	Coconut trading, Groundnut Trading & value addition. MSDA Value Addition Unit has been established in Sevur.
13	Panchalinga Aruvi Collective Farming Farmers Producer Company Limited	900	TNSFAC (Dept of Agri Marketing)	Business Plans proposed a) Agri Input shop b) Oil expeller Unit c) Seed Processing Unit. Applied for MSDA Value addition Unit.
14	Muthur Maize Farmer Producer Company Limited	1000	TNSFAC (Dept of Agri Marketing)	1. Value added products from maize like maize rava, animal feeds. 2. Wooden crushed edible oil production 3. Agro inputs sale

Power Supply:

Typically, units have a connected power load of about 5 KVA to 1000 KVA. The dyeing activity is particularly energy intensive due to connectivity with individual and common ETPs. The spinning segment is also energy intensive. Some firms including large exporters have been even going in for wind energy generation and solar plants and many dyeing units are today considering cogeneration options to optimize related costs.

Rural Electrification:

Overall, 100 per cent of the hamlets are covered under rural electrification. Agriculture and industrial components need Electricity power. It is the essential to do the regular activity and also productivity. In Tiruppur district overall all villages having electrification resource and it helps to develop humans educational strengthening and also livelihood aspect. All industries and agricultural farmers using this resource also subsidies.

Bank Details:

Canara bank is the lead bank of the district. The average share of credit flow to agriculture and allied activities during the previous three years was around 27% of the total priority sector lending. The average share of secondary sector and tertiary sector were around 62% and 11% respectively. Under agriculture and allied activities , the average share of short term loans were around 18%. The RSETI of Canara Bank established in November 2011 ,has so far conducted 224 training programmes (Tailoring , Embroidery, Beautician, Dress Designing, Dairy Farming etc.,)since inception benefitting 6951 trainees were benefitted mostly women from poor families. About 5236 trainees have been settled through wage and/or self-employment.

CATEGORY	NO OF BANKS/SOC	NO OF BRANCHES			
		TOTAL	RURAL	SEMI-URBAN	URBAN
COM BANKS	37	338	97	139	102
RRB	1	20	10	9	1
CO-OP BANK	2	15	5	6	4
PCARDB	9	9	8	0	1
PACS	182	182	182	0	0
OTHERS	2	5	2	1	2
ALL AGENCIES	233	569	304	155	110

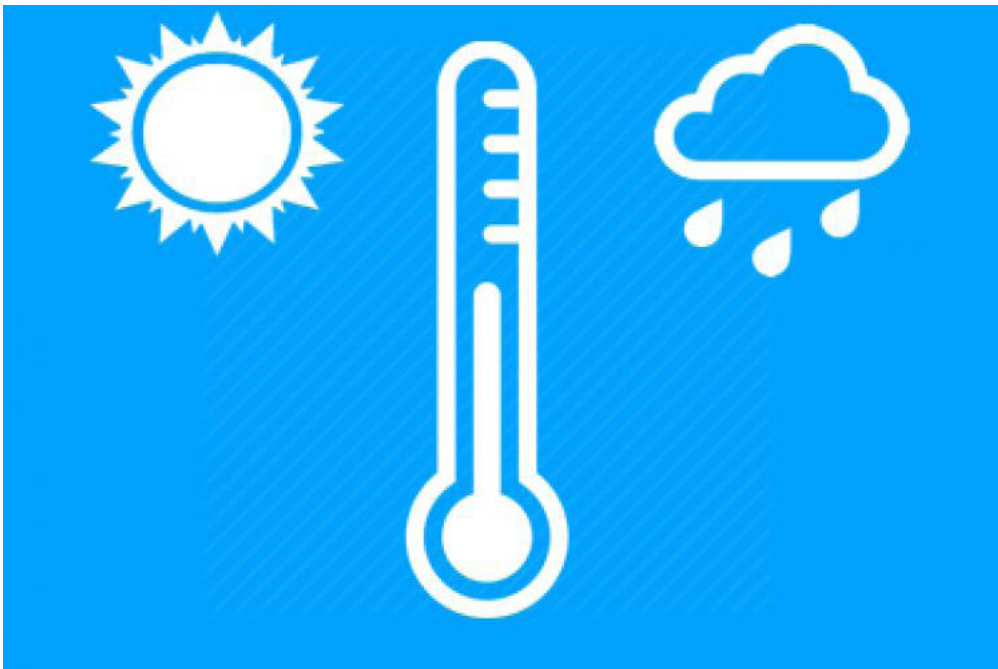
Table10 (Source: Lead bank annual credit plan 2019-20)

Micro Finance institutions:

Leading MFIs like Belstar, L&T, Equividas, Janalaxmi, Madhura, Asirvath, Samastha, ICICI, Gramasakthi playing a vital role in credit loan base. Many of them received loan from above mentioned institutions.

Infrastructure is the main resource to improve district productivity and also support people's livelihood. Easy connectivity helps to strengthening the business bonding and also opportunities. Banking sector also playing vital role in tiruppur district. Buying, Selling, Exporting activities are important in Tiruppur district. In Education sector lot of schools and colleges and resource institutions are running successfully. CBOs are vibrant in tiruppur district. District MaKaMai provide best service in community development in this district. SHGs linkage also giving handholding support to implement the business and enterprises.

Geography of Tiruppur



TEMPERATURE & RAIN FALL:

The Tiruppur District has gentle undulating topography with low to moderate slope mostly towards east. The area is characterized by dissected low hills and mounds. Central and Eastern parts are of pedepain with gentle slope.

The southern and south eastern parts of the district are represented by structural hills of Western GhatRange. TheTiruppur District lies on the western part of Tamil Nadu bordering the Western Ghats and is surrounded by Coimbatore District in the West, Erode District to the North and northeast and Karur District in the East and Dindigul District in the South East.

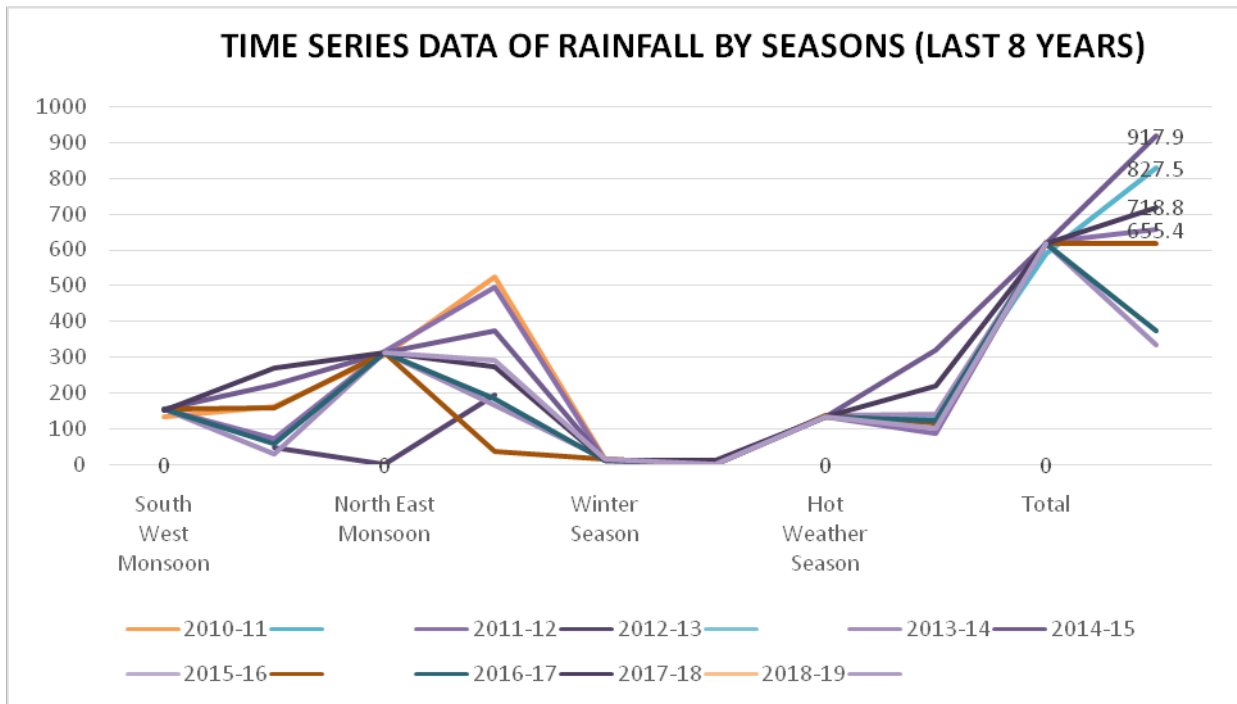
To the south, a minimum part of the district is bordered with Idukki District of Kerala state.

TIME SERIES DATA OF RAINFALL BY SEASONS (LAST 8 YEARS)

S. No	Year	South West Monsoon		North East Monsoon		Winter Season		Hot Weather Season		Total	
		Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual	Normal	Actual
1	2010-11	135.1	163.6	304.3	524.7	14.0	1.0	135.1	138.2	588.5	827.5
2	2011-12	154.8	72.2	314.3	494.6	14.0	1.7	135.1	86.9	618.2	655.4
3	2012-13	-	46.2	-	194.8	-	43.8	-	79.2	-	364.2
4	2013-14	154.8	28.3	314.3	166.6	14.0	-	135.1	140.4	618.2	335.3
5	2014-15	154.8	225.0	314.3	372.3	14.0	1.5	135.1	319.1	618.2	917.9
6	2015-16	154.8	156.9	314.3	34.70	14.0	-	135.1	114.6	618.2	618.5
7	2016-17	154.8	58.6	314.3	186.2	14.0	9.1	135.1	122.1	618.2	376
8	2017-18	154.8	270.01	314.3	274.34	14.0	14.121	135.1	220.6	618.2	718.8
9	2018-19	154.8	198.892	314.3	292.588	14.0	0.536	135.1	100.65	618.2	

Table11 *(DISTRICT STATISTICAL HANDBOOK-2018-19)

Fig 4



The monsoon months are the months of June, July and August. These months are mainly characterized by mild showers and a reduced temperature. The post monsoon or winter months are September, October, November, December and January. These months generally have a cool climate and temperatures rarely rise beyond a maximum of around 29 °C (84 °F).

The minimum temperature during this season will be around 24 °C (75 °F). Due to the presence of the mountain pass, major parts of the district benefit from the south-west monsoon in the months from June to August. After a warm, humid September, the regular monsoon starts from October lasting till early November. These monsoons are brought about by the retreating North-eastern monsoon.

The average annual rainfall is around 700 mm with the North East and the South West monsoons contributing to 47% and 28% respectively to the total rainfall. The mean maximum and minimum temperatures for Tiruppur city during summer and winter vary between 35°C to 18°C.

IRRIGATION Source:

Table12 SOURCES OF WATER SUPPLY –BLOCK WISE

S.No	Name of the Block	Canals	Length (Km.)	Open Wells	Tube Wells	Bore wells	Dug Bore wells	Wells used for Domestic Purpose only	Tanks (Nos.)
1	Udumalpet	5	120	7258	1101		11	202	10
2	Madathukulam	8	87	5123	785	31	3041	13	3
3	Gudimangalam	1	43	3939	3212			620	1
4	Tiruppur			1269	1292			788	2
5	Pongalur	1	32	5380	2814			848	
6	Palladam			6084	960		73	1145	1
7	Avinashi			5370	1785		6	1221	12
8	Uthukuli			3961		914	99	1035	10
9	Dharapuram	2	30	9007		63	61	1063	2
10	Kundadam		9	10857		96	38	1077	
11	Mulanur		10	7498		354	62	770	1
12	Kangayam	1	15	7026		811	52	918	1
13	Vellakoil		18	6533		302	7	829	
Total		18	364	79305	11949	2571	3450	10529	43

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

Table13 ACTUAL AREA IRRIGATED BY SOURCE

Source	Number	Area Irrigated (in Hec)
1) Government Canals	17	18857.62
ii) Private Canals	1	
2). Tanks		
i) Large	19	1483.27
ii) Small	24	
II Ground Water:		
1. Tube Wells	11174	12581.0
2. Dug bore Wells	277	130.0
3. Bore Wells	1153	685.555
4. Dug open wells	77949	81929.7
Total	90553	115667.1

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

Irrigation

Irrigation is the artificial application of water to the soil for normal growth of plants. Water is an important determinant factor for production of crops in agriculture sector. Intensive and extensive cultivation of land depends mainly on the availability of water. Medium and minor irrigation schemes are implemented in the state for augmenting the water supply for agriculture.

The various sources of irrigation are canals, tanks, tube wells, ordinary wells, springs and channels.

DETAILS OF DAMS & TANKS, WELLS AND BORE WELLS

Details of Dams

1) Amaravathy Dam: Amaravathinagar, 25 km south on NH 17 from Udumalpet is located in Indira Gandhi Wildlife Sanctuary in Tiruppur district. The 9.31 km², 33.53 m deep, Amaravathi Reservoir was created by this steep dam. It was built primarily for irrigation and flood control and now also has 4 megawatts of electric generating capacity installed. It is notable for the significant population of Mugger Crocodiles living in its reservoir and catchment basin. There is a well laid-out park where one may climb steep steps on the dam to have a picturesque view north of the plains below and south to the Anaimalai Hills and Palni Hills above. This place is being developed as a District Excursion Centre for tourism.

2) Thirumoorthy Dam: It is a nice place for a one-day outing from Tiruppur. It has boating; a nice place to have your lunch and the drive there is ultimate. From Tiruppur, you can either go to Udumalpet or go from there to the more interior and scenic route that goes through the villages. The drive is simply great with the whole route surrounded by sunflower gardens, coconut groves, and paddy fields. This Reservoir has been constructed across the River Palar which has its origins at the northern slopes of Anaimalai Hills.

In Tiruppur district major of our project blocks irrigation covered by PAP only. (Except avinashi and perumanallur)

Name of the Dam	Catchment area (in Sq.Km)	Water spread area (in Sq.Km)	Depth (Ft)	Capacity (Mc.Ft)	Length of Canal in KM
Amaravathy Dam,	839.00	9.06	90.00	4047	
Thirumoorthy dam,	80.29	3.92	60.00	1935	220311
Uppar Dam	349	1100	24	572	36009

Table14 **(DISTRICT STATISTICAL HANDBOOK-2018-19)*

Table15 **Details of Wells and Bore wells**

Wells/Borewell	Number
1. Tube Wells	11174
2. Dug bore Wells	277
3. Bore Wells	1140
4. Dug open wells	78955



Source: Public Works Department, Tiruppur

Status of groundwater

The rainfall is the main source for the availability of water both insurface and sub surface. The quantum of rainfall varies every year depending upon them on soon. However, the extraction of surface and sub surface water is increasing yearby year. It leads to environmental impact on the water sources like depletion of waterlevel, deterioration of water quality.

Groundwater Status in Tiruppur district:

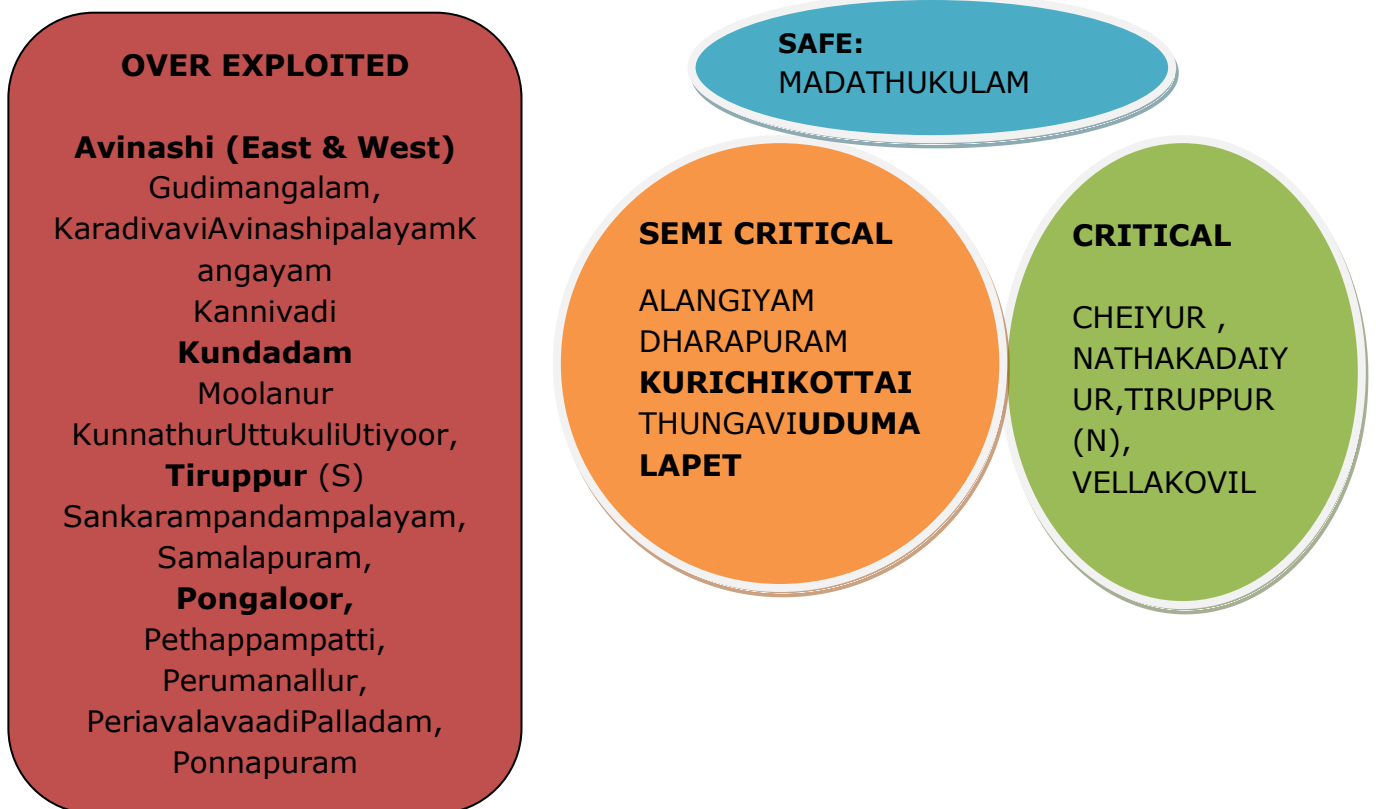


Fig 5

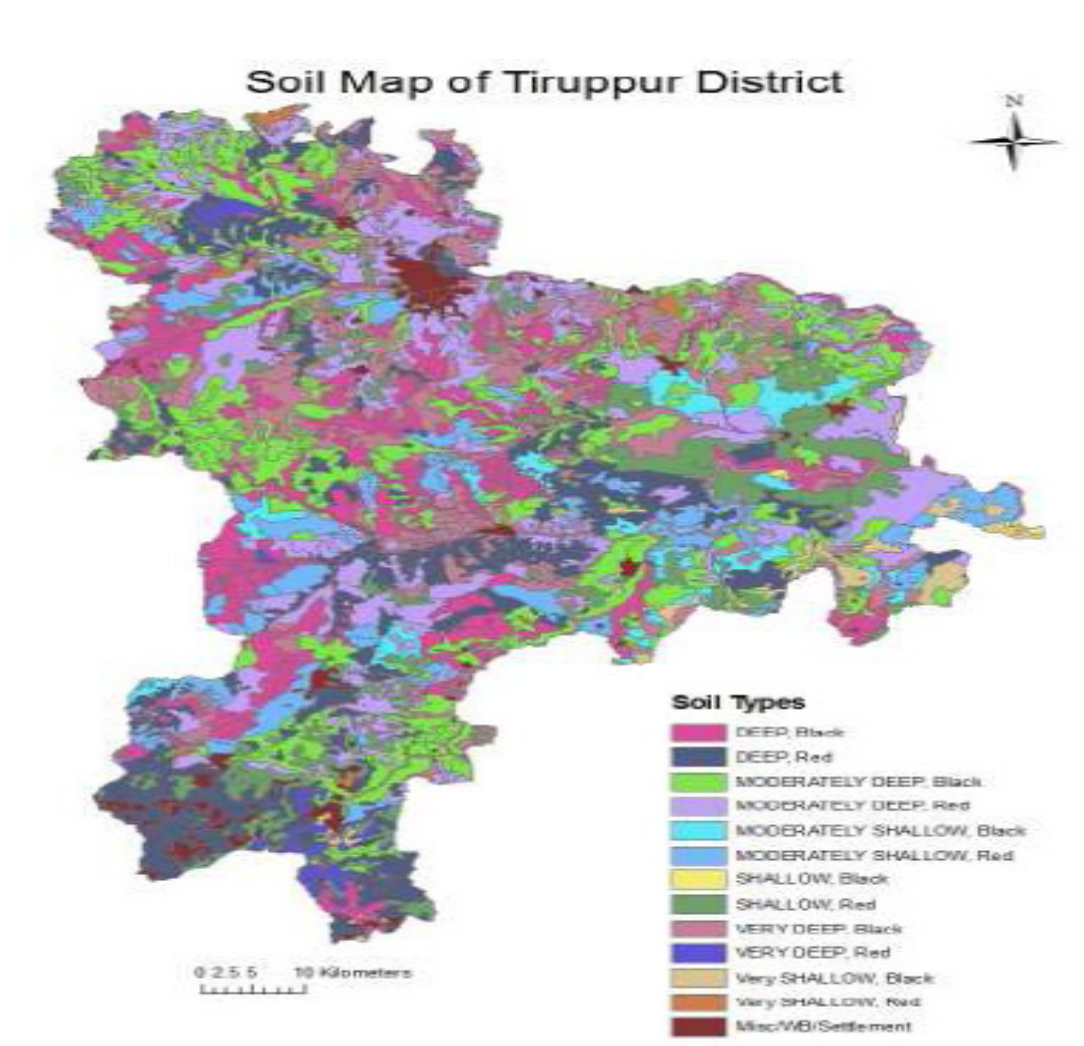
In Tirupppur district our project blocks groundwater status report said Semi critical (2) & over exploited (4). Some of agricultural labours and Industries are using groundwater for their production purpose. Paddy and Sugarcane, Banana crops are need heavy water. In last few years rainfall is some high, so productivity was increased. If rain water falls down, the productivity of above mentioned crops may be decreased. Above mentioned report said that ground water actual status and simply explained water saving is essential to upcoming days.

It makes the demand for the quantification of available water and also its quality for various purposes like agriculture, industries, drinking and domestic purposes in Tiruppur District.

Compared to the rainfall status the actual rain fall of this district is low. Due to this scenario in agri Paddy production was increased. Maize production also decreased. The rainfall changes the crop productivity pattern. At that same time Vegetables cultivation and milch animal rearing also increased. Lot of rural peoples shifted their job to agri related activities.

AGRICULTURE and AGRI Business on Tiruppur

SOIL CLASSIFICATION



Sl.No	Type of Soil	Places in District (Blocks)
1	Red gravel	Avinashi, Uthukuli
2	Clay loam	Avinashi, Gudimangalam, Madathukulam, Pongalur, Udumalpet
3	Red loamy	Avinashi
4	Black loamy	Avinashi
5	Sandy loamy	Dharapuram, Gudimangalam, Kangayam, Kundadam, Madathukulam, Mulanur, Palladam, Pongalur, Tiruppur, Udumalpet, Uthukuli, Vellakoil
6	Gravel sandy loam	Kangayam
7	Loamy	Avinashi, Mulanur
8	Sandy clay loam	Dharapuram, kundadam, palladam
9	Red sandy loam	Kangayam
10	Clay	Kundadam

Table16 *(DISTRICT STATISTICAL HANDBOOK-2018-19)

The types of soil available are red gravel, clay loam, loamy, red loamy, black loam, sandy loam and gravel sandy loam and clay soil.

For soil testing and to check soil health status, Government has started these underlying facilities for the ease of the farmers

- Bio-Fertilizer Production Unit (BPU) – Avinashi,
- Soil Testing Laboratory (STL) – Tiruppur,
- Mobile Soil Testing Laboratory, Palladam.

The main objectives of these Labs are farmers to go for soil health card based recommended fertilizer application and also to control the indiscriminate use of chemical fertilizers that only affect the soil health status and reduce the produce quality but also increases the cost of cultivation without any additional benefits. Based on the analytical report of the Soil Testing Laboratory, Soil health cards are generated and distributed to the farmers.



AGRICULTURE:

“Farmers are the linch-pin of the whole world;

As they feed even those not in the field” – Thirukural (1032)

Agriculture sector is the fulcrum of rural economy and remains as the main occupation and source of livelihood for the rural people. Agriculture is the principal source for more than 40 percent of the population of this State.

Agriculture provides wage goods required by the non-agricultural sectors and raw materials for the industrial sector.

A good performance of the agriculture sector is viewed as an effective instrument for attainment of inclusive economic growth and poverty reduction.

Agriculture continues to be the most predominant sector of the Tiruppur District economy, around 30 percent of the working population is engaged in Agriculture and allied activities for their livelihood. Tiruppur District has an area of 472629 Ha, with net cultivated area of around 184645 Ha.

Tamil Nadu performed well ahead of other major States in terms of productivity of important crops. It ranked first in the productivity of maize and oilseeds.

Table17 AREA AND PRODUCTION OF CROPS (Area in Hec)

S.No	Crops	Prod 2016-17 (in Tonnes)	Prod 2017-18 (in Tonnes)	Total Area 2018-19	Prod 2018-19 (in Tonnes)
1	Paddy	7707	34472	10296.58	38828.4
2	Cholam	4235	4862	36390.64	2510.954
3	Cumbu	378	997	41.49	29.20896
4	Maize	153327	179747	21405.83	70146.89
5	Bengal Gram	1721	1651	2132.69	1477.954
6	Red Gram	96	110	1104.885	723.6997
7	Black Gram	2084	2213	2654.46	652.9972
8	Green Gram	948	927	2078.105	552.7759
9	Horse Gram	1329	1277	7282.59	58.26072
10	Other Pulses	1512	1652	2049.525	762.4233
11	Arecanut	23	23	38.735	77.04392
12	Chillies	286	176	572.705	2329.191
13	Coriander	609	521	750.215	524.4003
14	Turmeric	2387	729	289.685	512.4528
15	Tamarind	1301	1292	217	1258.166
16	Sugarcane	601	171	2966	157.198
17	Banana	47708	34853	1411.95	27970.73
18	Mango	686	638	1568.05	1931.838
19	Jack Fruit	78	87	6.11	79.05729
20	Guava	448	449	91.62	480.6385
21	Orange	0	0	0.305	0.37393

22	Lemon	268	273	91.12	153.8106
23	Cashewnut	50	49	142.825	16.85335
24	Amla			485.81	
25	Tapioca	11429	15468	2197.92	7236.626
26	Onion	22389	22251	220.86	30704.94
27	Brinjal	2238	2642	146.625	1664.843
28	Ladies Finger	1054	1426	1249.435	1161.417
29	Tomato	13610	12616	1038.15	11308.64
30	Cotton	402	409	7849.415	250.1942
31	Ground Nut	10977	16565	470.325	6852.539
32	Gingelly	9	539	61246.97	177.7829
33	Coconut	412672	413943	20.6	688048.4 (Nuts)
34	Sun Flower	14	88	55.31	13.3076
35	Castor	9	13	8088.397	16.15052
	OTHER CROP		34472	181569.6	-
	Total		4862		-

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

Prioritized commodity:

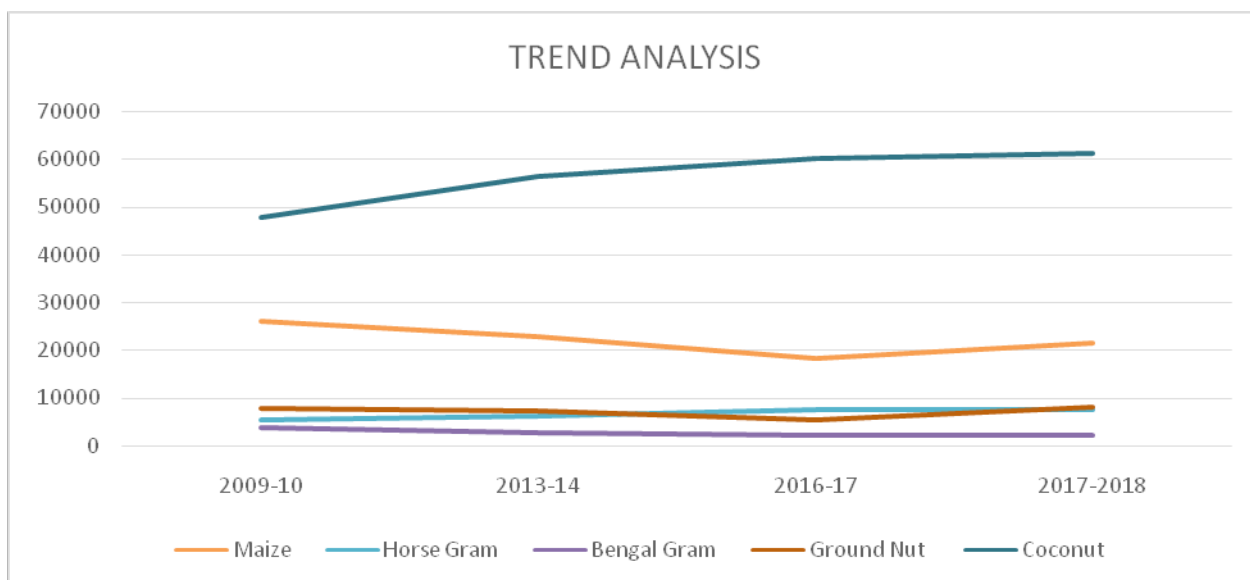
- Maize
- Bengal gram
- Horse gram
- Coconut
- Ground nut



Table18 Area (in Hec) and Productivity (in Tonnes)

	2009-10		2013-14		2016-17		2017-2018	
	AREA	PROD	AREA	PROD	AREA	PROD	AREA	PROD
Maize	26079	179078	22824	184519	18297	153327	21395	179747
Horse Gram	5505	1106	6220	969	7506	1329	7506	1277
Bengal Gram	3709	2266	2756	1921	2292	1721	2292	1651
Ground Nut	8035	18257	7422	10507	5378	10977	8175	16565
Coconut	47826	184800	56484	361300	60123	412672	61246	688048

Fig 6



MAIZE:

Globally, maize is the most important coarse grain cereal and well known as “poor man’s nutricereal” due to presence of high content of carbohydrates, fats, proteins, and some of the important vitamins and minerals.

In Maize Production Tiruppur places 8th place In TamilNadu. In Tiruppur Udumalpet is in First Place in terms of Production and area coverage.

VALUE ADDITION :

The value-added products prepared from specialty corns are traditional foods,

infant foods, health foods, snacks and savory, popcorn, baked products, etc. Each specialty corn has different recipes. Apart from these products, maize is used to prepare industrial products such as starch, specialty chemicals, ethanol, refined corn oil, sorbitol, cake mixes, candies, carbonated beverages, and cosmetics.

HORSE GRAM:

Horse gram is a potential grain legume having excellent nutritional and remedial properties. It is less expensive source of protein and is also rich in minerals. It can serve as a vehicle to enhance the nutrients such as protein, iron, total minerals, calcium and especially fiber content of the various food products.

In Horse Gram (Kollu) Production Tiruppur places 2nd place in Tamil Nadu. Mulanur and Kundadam are the major producers in Tiruppur District.

VALUE ADDITION :

Value added food products are horse gram flour, Horse gram Soup. Horse Gram Idli Powder, Horse Gram Rice Mix etc.,

BENGAL GRAM:

Bengal gram Production Tiruppur Cultivates 46% of the area contributing to the Tamil Nadu, yielding around 49% placing Number One.

In Tiruppur Gudimangalam and Udumalpet contributes in a higher level.

VALUE ADDITION:

Roasted bengalgram and Puffed peas.

GROUND NUT

Though Ground Nut production comparing to the Tamilnadu is only 2% , the community interest is high because of the water consumption and being as seasonal crop. Also because lots of Value addition can be made.

VALUE ADDITION:

Ground Nut is rich in source of anti-oxidents, Good for heart because of monounsaturated fats. Mainly Groundnut is used for oil extraction.

Other Value adding products are

- Ground nut Chikki,
- Peanut Butter making,

- Peanut Milk,
- Peanut Cookies, Oil Cake.

COCONUT:

Coconut yielding Tiruppur places 2nd place all over Tamilnadu. A whole coconut consists of 50% husk, 15% shell, 25% meat and 10% water. Coconut water is a refreshing drink which is also hygienic and nutritive. The white flesh is a calories rich extensively used for cookery in South India. From grated wet coconut kernel good quality oil as well as protein and carbohydrate can be extracted to prepare coconut honey. Undesirable flavour changes in desiccated coconut are due to oxidative rancidity of the oil.

The residual cake after the oil has been extracted is used as cattle food. The dried coconut meat is known as copra and is the source of coconut oil, which is used in enormous quantities for making fats for baking and confectionery. An important product used in the chocolate and confectionery industry is desiccated coconut.

VALUE ADDITION:

The value added products from coconut, such as dehydrated coconut (both savory and sweet), ready-to-use coconut chutney mix, coconut kuruma mix, coconut rice mix and coconut burfi mix was developed.

Extraction of Coconut Oil:

The coconut is the most extensively grown and used nut in the world. About 10 million people in India and several million of people in other tropical regions depend on the coconut plant for their livelihood. India is the third largest coconut producing country of the world with an area of about 1.12 million hectares contributing to 18% of world production.

Production of Neera from Coconut:

Neera is a vascular sap tapped from unopened coconut inflorescence. It is an unfermented, non-alcoholic natural health drink that greatly helps for our health. It contains Vitamin A, B, C and minerals such as sodium, Potassium, Iron etc,. Value added products such as Neera Jaggery, Neera Sugar, Neera Jam, Neera Cake, Neera Biscuits, Neera Chocolates and Neera sweets can be produced from Neera. Since Neera has low Glycemic Index(Glucose), diabetic patients can also take Neera. Income creates additional employment opportunities in rural areas.

Nata-de-coco:

Nata from fresh liquid endosperm of the matured coconut was collected and filtered by using cheese cloth. The cubes (nata) were further processed to improve the colour, flavour and taste by soaking it in sugar syrup. The nata can be used to decorate desserts, ice cream and fruit salad.



Table19

Cocunut Kernel or white meat	Dehydrated Coconut chutney	Coconut Vinegar
Coconut Chips or Crisps	Coconut Milk / Milk Powder	Coconut Honey
Roasted Young Coconut	Coconut Flour	Coco Sauce
Honey Roasted Coconut	Tender Coconut Water Concentrate	Coco Lemonade
Dehydrated sweet coconut	Coconut Jaggery	

Storage & Market Facility

In Tiruppur 15 Regulated markets are available and all farmers are using this market for selling their products. Totally 58 storage godowns and 5 cold storage godowns are available to store their products during excess production time.

HORTICULTURE:

“When tillage begins, other arts follow. The farmers, therefore, are the founders of human civilization.”

The Horticultural crops grown in Tiruppur District

Fruits are Banana , Mango, Guava, Sapota, Papaya, Pomegranate, Aonla , Lemon.

Vegetables are Tapioca, Beetroot, Onion, Brinjal, Ladies Finger, Lab-Lab, Tomato, Pumpkin, Gourd Vegetables, Drumstick, Watermelon.

Spices and Condiments are Chillies, Curry leaves, Coriander, Turmeric, Tamarind. Plantation Crops are Cashew, Arecanut, Cocoa (in Smaller areas)

Medicinal Plant like Glory Lily (KANVAZHI KIZHANGU)

Today lots of youngsters and Farmers are interested in Horticultural crops because of the Lower water irrigation, Lesser Risks, Marginal Farmers can also boost their earnings from their small land holdings, Low Investment, Duration of time.

In Tomato production Tiruppur district is in Seventh position all over Tamil Nadu.

In Aonla(Indian Gooseberry) Tiruppur acquires third position in Tamil Nadu.

In Onion Cultivation Tiruppur is in 5th Position in Tamilnadu.

In tiruppur major horticulture crops productivity details given below,

Table20 Area & Productivity, Blcok wise productivity status

Name	2014-15		2015-16		2016-17	
	AREA	PROD	AREA	PROD	AREA	PROD
BANANA	1270.64	49444.470	1200.955	1557.155	1598	1342.60
MANGO	1729.78	16799.975	1607.770	1673.165	1386	1687
ONION	2971.50	37414.644	2230.390	3411.295	3736	1860
TOMATO	1795.530	50420	1655.750	2263.700	2343	1331.97
DRUMSTICK	897.300	39838.060	424.330	1156.575	1115.54	1171.98
AONLA	578.610	8749.225	515.340	577.345	680.65	555.44
CORIANDER	749.120	537.641	720.910	673.320	411	574.70
UDUMALPET	MANGO, AONLA, ONION, TOMATO, CORIANDER					
PONGALUR	BANANA, MANGO,ONION,TOMATO					
KUNDADAM	BANANA,MANGO,AONLA,ONION,TOMATO,					
AVINASHI	BANANA,MANGO,ONION					
TIRUPPUR	AONLA,BANANA					

Source: Horticulture dept dat Area Crop 2016-17



SERICULTURE

Sericulture industry has the potential of providing employment and income generation to the farmers in Tamil Nadu. Mostly women are involved in garden maintenance, silkworm rearing, cocoon harvesting, silk reeling etc., and roughly 60% of works are carried out by rural women. In Tiruppur district Udumalpet, Kundadam, Palladam and Madathukulam blocks lot of farmers doing this activity for their livelihood support. Some of them do this activity as main business. In udumalpet a farmer has set a record in mulberry silk production has received sericulture department award. His name is Mr. Ponraj, former grocery shop businessman. After failure of his business he started this activity as part time business. After succeeded of this activity he is doing main activity. In 2016-17 he produced 2,762kg of mulberry silk. He had a success rate of 93%. In Udumalpet and Kundadam lot of small farmers are doing this successful activity.



Mr. Ponraj, former grocery shop businessman, started this activity as a part-time business after the failure of his business. He succeeded in this activity and is now doing it as his main business. In 2016-17, he produced 2,762 kg of mulberry silk with a success rate of 93%. In Udumalpet and Kundadam, many small farmers are also engaged in this successful activity.

SPARK:

In our project we will use Mr. ponraj as spark for smart entrepreneur. His successful activity gives a moral support to promote this activity in rural blocks of TNRTP.

Table21 TNRTP Block Sericulture activity Productivity details:

Name of the block	Area under Mulberry (in Hec)	Production of Cocoons (in M.T)	Value (Rs. in Lakhs)
Udumalpet	499.64	419.435	1434.468
Madathukulam	254.83	137.453	470.0893
Palladam	69.73	30.108	102.9694
Gudimangalam	258.9	194.814	666.2639

Pongalur	100.4	69.019	236.045
Tiruppur	22.06	10.11	34.5762
Kundadam	265.25	145.453	
Total	1205.56	860.939	2944.41138

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

ANIMAL HUSBANDARY:



Animal Husbandry provides livestock production. It is an indispensable part of Animal husbandry provides some main products such as wool, skin, and mutton that are obtained from the sheep.

Milk is produced by cows, buffaloes, etc. It provides a means to curb poverty through a rise in the household income. Crop-farming is formed by an elemental part, the livestock production by participating in poverty elevation via increased income.

Animal Husbandry provides the core livelihood for millions of people and is the mainstay of small and marginal farmers and landless poor. The growth in human population, availability and cost of agricultural lands, limited water sources and introduction of better yielding livestock have led farmers to shift from agriculture to livestock rearing to earn their livelihood. As per the District Statistical Book- 2017-18, the district supports a cattle population of 2.40 lakh comprising of 2.14 lakh of cross bred cows and 0.26 lakh Buffaloes. The milk production is around 47316 litres per day.

Table22 LIVESTOCK POPULATION

Year: 2018-19

S.No	Classification	Numbers	
		Buffalo	Cattle
1	1. Male i. Under one year	1367	48631
	ii. 1 to 2.5 Years	1260	7965
	iii. Over 2.5 years	7946	12163
	Male Total	10573	68759
	2. Female i.Under one year	5119	22705
	ii. 1 to 2.5 years	10110	44860
	iii. Over 2.5 years		
	a. In milk	9906	132422
	b. Dry	4012	10170
	c. Not calved even once	1960	3012
	Female Total	15878	145604
	GRAND Total	26451	214359
	3. Sheep		989586
	4. Goats		30010
	5. Horses and Ponies		80
	6. Pigs		4900
	7. Mules		
	8. Camels		
	9. Donkeys		510
10. Domestic Dogs		346470	
	TOTAL(3 to 10)		
	TOTAL LIVESTOCK		1371556
2	II. Poultry 1.Fowls		
	2.Ducks		960

*(DISTRICT STATISTICAL HANDBOOK-2018-19)

Animal Husbandry – Dairy

White cattle strength is 2, 78,447 (2019-20)

Buffalo strength is 33,396 (2019-20)

Total livestock population including all the pet animals and cattles are 174, 71,198(2019-20).Animal Husbandry department concentrates mainly on The PRODUCTION, PROTECTION and PREVENTION.

Animal Husbandry - Poultry

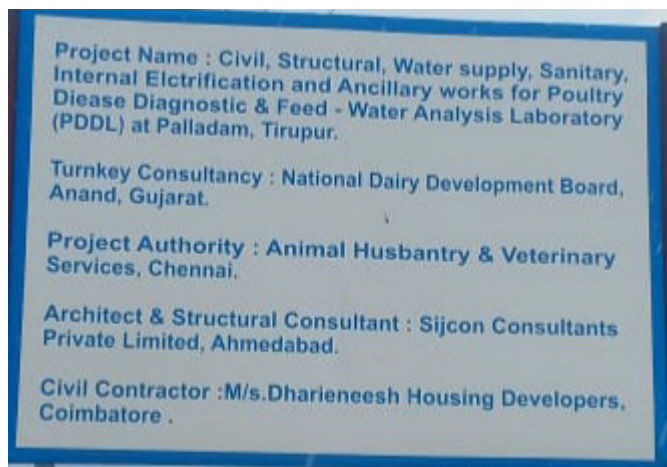
Though Tiruppur is known as Textile City , it also be told as Poultry Hub . Poultry farming involves farming of chickens, ducks , turtles, and geese. According to the 2019th census of Animal Husbandry in Tiruppur region Poultry strength in the farm of Back Yard Poultry is 10,97,579 numbers and Farm Poultry is 149,84,700in numbers . For Poultry we have a Lab in palladam.

Poultry farming provides subsidiary income and gainful employment to farmers throughout the year. Among the various poultry rearing activities, Layer, Broiler and Desi Birds farming are popular on commercial lines. As per the 19th Livestock Census, 2012, there are about 170.04 lakh birds mainly comprising of broiler birds in the district. The egg production is around 850 lakh eggs. The district is a leader in rearing of broiler birds under contract farming mainly in Palladam and Gudimangalam Blocks.

Major Indian Poultry firms are from this region, some of the well known poultry farms are Suguna Poultry Farms, Pioneer Poultry Group, Shanthi Poultry Group, Swathi Poultry Farms (Hatcheries), which are in the Indian Poultry industry. The chickens raised here are transported to nearby states and these companies have also set up similar contract farming in other parts of the nation. Palladam Broiler Rate is the benchmark in the Indian Poultry industry. The Broiler rates are fixed by the BCC called as Broiler Coordination Committee. It is a very powerful organization in the Indian Poultry Industry. Its members are one of the leading poultry integrators in INDIA.

State animal husbandry department, the development of the poultry industry has been achieved by establishing poultry extension centres, which act as demonstration farms and provide training to farmers in poultry-rearing. Most poultry farmers earn anything between Rs 10,000 and Rs 100,000 per month. At present, most of the poultry farming has been developed on a commercial scale in the western parts of the state, with Namakkal developing as layer belt and Palladam region developing into a hub for broilers It is an encourage more small and medium farmers in the state to take up

poultry. Totally 4207 hatcheries and 52 broiler farms are palladam is one of the poultry hubs. Now the project of Poultry Disease diagnostic & Feed water analysis laboratory (PPDL) building construction done in Pankiampatti village, Palladam. It helps to avoid and reduce poultry related diseases.



Private Player Suguna handholding to Entrepreneurs:

(Udumalpet to Worldwide business)

A entrepreneur makes lot of Entrepreneurs

Over a period of 25 years, Suguna has gone from strength to strength and has become a Rs. 9000+ crore company that makes it India's No. 1 broiler producer. Along the way, Suguna's pioneering efforts in contract farming helped create thousands of rural entrepreneurs who share the growth successfully. "Poultry Integration" introduced and pioneered by Suguna in the country has energized the livelihoods of farmers in rural India.

Suguna ranks among the top ten poultry companies worldwide. With operations in 18 states across India, it offers a range of poultry products and services. The fully integrated operations cover broiler and layer farming, hatcheries, feed mills, processing plants, vaccines and exports. Suguna markets live broiler chicken, value added eggs and frozen chicken. With the intent to provide consumers with fresh, clean and hygienic packed chicken, Suguna has set up a chain of modern retail outlets.

Today, the company's brand Suguna Chicken is a household name in India. With its Suguna Daily Fresh outlets, Suguna Home Bites, Suguna Anytime processed chicken and four varieties of specialty Suguna value added eggs, Suguna is the undisputed leader in poultry products. Suguna Home Bites being the latest in its product range is a new category of home meal replacements (HMR).

The poultry integration model has set a win-win situation for both the farmer and the integrator. Farmers are provided with day-old chicks, feed and health support.

Performance is monitored on a daily basis with Suguna field staff visiting the farms to check on the health of the birds, feed intake, growth and mortality levels. In six weekstime, the birds are weighed and are ready to be sold by Suguna. Farmers are paid a handsome growing charge for the birds at the end of this period. Thus, Suguna takes this success model to the next level vision of energizing rural India benefiting the country, farmer and the company.

A constant and relentless drive has taken the company's growth and expansion which covers over 39,000 farmers from 8,000 villages in 18 Indian states. Impressed by the model and its success, Suguna receives invitations from many state governments to set up its operations.

Many investors and delegates from across borders visit Suguna's facilities to study this model and later adopt in their own countries. With mastery and success in contract farming, Suguna has shaped the poultry industry to its current position in India. Being a pioneer in the poultry industry in India for more than two decades, Suguna has successfully made inroads into the international markets.

Today, Suguna has an exceptional track record of exporting frozen chicken to countries like Saudi Arabia, Kuwait, Dubai, Oman, Bahrain, Afghanistan, Qatar and Japan.

Sheep, Goat and Piggery etc.

Sheep and Goat rearing is carried out as an important economic activity in the district mainly by landless agricultural labourers. This activity is not only the primary source of livelihood to a majority of these landless labourers, but also the provider of supplementary income to small farmers/ marginal farmers. It provides gainful self-employment, improved nutrition and additional income to poor farmers. Agro-climatic conditions in the district are conducive for these activities. The Government is implementing the priceless goat scheme for the rural poor in the district. The population of sheep and goat as per the District Statistical Handbook, 2017-18 stood at 9.89 lakh and 0.30 lakh respectively.

The population of Sheep strength during 2018-19 is 2, 03,237.

Animals are purchased and sold in the major shandies in the district viz., Kannivadi, Kundadam and Muthur. In addition smaller shandies are functioning at KunnathurPulavadi, Udumalpet and Dharapuram.

Fisheries:

Fisheries are an important economic activity and contribute to significant growth in nutritional security, employment generation and foreign exchange earnings. As the

district is not endowed with a coastal line and is bound by land on all sides, the activity is confined to inland fish farming in the district. Inland Fisheries covers mainly fresh water fish culture and fresh water prawn culture. Fishing is undertaken by taking village ponds on lease particularly in Udumalpet, Dharapuram, Madathukulam, Kangeyam and Tiruppur Blocks. Inland fishery includes fish farming in ponds, tanks, lakes and other suitable water bodies.

AAVIN:

For Milk storing and chilling purpose every Block has one Chilling unit is available. In Tiruppur district 30 chilling units are available .(29 chilling units Storage Capacity 5000 ltrs and one milk chilling unit available in S.K.Palayam , Madathukalam has the capacity of 10000 ltrs) . Over all Milk Revenue of Tiruppur District. AAVIN contributes 50% of revenue. Per day 2434644 liters of milk procured from 450 milk collection centres of villages.



Other private players are HATSUN, VIJAY, KS, AKSHAYA, NEUTRA, ASM and local milk vendors.

In Tiruppur AAVIN procure the milk and distribute to Coimbatore HQ, They are not value adding the Milk.

More number of AAVIN outlets can be started as there is only less in numbers.

Uthukuli Butter

Uthukuli(Tiruppur District, Tamilnadu) butter is famous for its quality. Uthukuli is basically a dry land. So they did not do agricultural work. Alternatively, they decided to do livestock métier. Since they did not have grazing land, they used to feeding healthy forage like stalks of maize, Bran, oil-cake for cow and buffalo's. So the milk produced by livestock was very quality. Due to the quality of milk, Uthukuli Butter is having better and special smell and taste.

In the beginning, this butter trade started by Uthukuli ladies. Because every house in the Uthukuli and near village people had cows and buffalo's. So they produced excess milk and milk products. After their use, they sold the milk and milk products. Even after if milk is remaining, they made curd and butter. They keep collecting butter daily and sold in the market weekly once. This way Uthukuli lady makes money from their side. Mens go out of Uthukuli and do other work and earned money. Slowly Uthukui butter

got famous for its quality and taste in other places. So men and women started doing this Butter business and its growing successfully.

The other reason for their successive business is the railway station available in Uthukuli. These trains carrying the butter from uthukulito all other places from here. Now a day's huge demand for uthukuli butter and ghee. So they pack the butter in different sizes of containers and export the butter. Nearly 1500 members of the nearby village peoples are benefited directly and indirectly in this business. For the huge demand per day minimum 3000Kg Butter exports to other districts, states and foreign countries also. For this memorable smell, taste and health aspect of this butter and ghee, this people try to get Geographic Code. Famous ghee brands like RKG, GRB companies are collecting the butter from Uthukuli.



Industries Sector

Tiruppur KNITWEAR EXPORTS:

Tiruppur Evaluation:

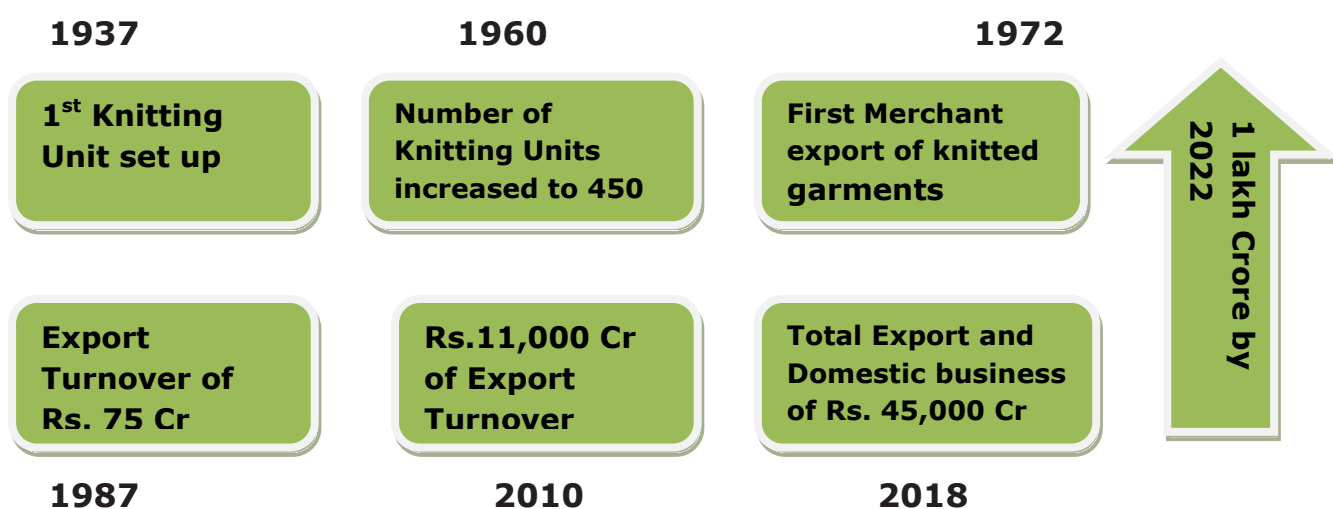


Fig 7

Tiruppur is contributing about 45% of total knitwear exports from our country and is exporting only cotton based garments. There is a good scope for increasing our market share in the global from the current level of about 2.6% by exporting value added products and synthetic products. The following table compares the with knitwear exports of Tiruppur with all India exports.

Table23 KNITWEAR EXPORTS (Contribution to India)

	Value in Rs. Cr				
	2015- 16	2016-17	2017- 18	2018-19	2019-20 (Apr-Oct) (P)
All India	50,150	55,150	51,526	54,650	31,400
Tiruppur	23,050	26,000	24,000	26,000	14,440
Share (%)	45.96	46.89	46.58	47.60	46.00

(Source: Knit tea)

Chronological growth of Tiruppur

The first knitwear unit in Tiruppur was set up in 1925 and the growth of the industry was slow till late 1930s. A series of strikes in late 1930s in knitting factories in the neighboring towns of Salem and Madurai resulted in the opening of new firms in Tiruppur.

Subsequently, it emerged as the prominent centre for knitwear in South India by 1940s. In 1942, 34 units were engaged in the production of knitwear all these units were composite mills and the production was carried out in the same unit (sic).

There are also references to some units performing specific tasks / operations like bleaching and dyeing, located in the larger units. By 1961, the number of units rose to 230 and till early 1970s, the industry catered only to the domestic market. These units were mostly composite mills without any subcontracting system of production.

It was in the 1980s, the export market began to expand and subsequently Tiruppur emerged as the largest exporter of cotton knitwear from the country, accounting for roughly 80 percent of the total cotton knitwear exporters.

Commencement of Exports

Tiruppur's direct exports started with Italy. Verona, a garment importer from Italy came to Tiruppur in 1978 through Mumbai exporters to buy white T-shirts. A lot of job workers were manufacturing garments for merchant exporters. He realised the potential and came to Tiruppur the following year.

Verona was the man who brought European business to Tiruppur. On seeing the quality, others soon followed suit. In 1981 European retail chain C&A came. Gradually, other stores also approached the exporters for supplying of garments.

A handful of manufacturers exported garments worth Rs.15 crore in 1985. The next couple of year was a windfall for Tiruppur as exports touched Rs.300 crore in 1990.

CAPACITY OF UNITS IN VARIOUS OPERATIONS

Tiruppur is known for the cluster activity and mostly each stage of the processing of garment making is normally being carried out by outside units say, Knitting units, Dyeing & Bleaching Units, Fabric Printing, Garmenting, Embroidery, Compacting and Calendaring and other ancillary units.

The following table shows the number of units functioning to carry out the respective activities. (Exports units).

Table24 CAPACITY OF UNITS IN VARIOUS OPERATIONS

Operations	No of Units
Knitting	850
Dyeing	400
Bleaching	50
Printing	600
Garment Making	
Exporting units	1,200
Domestic and job working units	3,000
Embroidery	400
Other Ancillary Units	1,100
Compacting and Calendaring	750
Total	8,350

FORMATION OF TEA

Tiruppur Exporters' Association popularly known as TEA was set up in the year 1990 in Tiruppur under the leadership of Dr. A. Sakthivel and strived for the development of exports and also Tiruppur.

Now, Shri Raja M Shanmugham has assumed as president of the association with an ambition of reaching one lakh crore Tiruppur business, including exports and domestic in the year 2020.

To fulfill the Vision 2020, he has been taking up various fresh ideas and thoughts and is trying to implement the same expediently. His top priorities are constitution of Knitwear Board in Tiruppur, setting up of Design studio, Construction of one lakh houses for workers, imparting skills training to workers to increase productivity etc.

leading brands Nike, Cutter & Buck, Tommy Hilfigure, Point Zero, Fruit of Looms, Adidas, GAP, Katzenberg, Van Hussain, Fila, Arrow, TESCO, S Oliver, Inditex (Zara)

Tiruppur Exporters Association (TEA), India's leading readymade/ knitwear cluster, has reported a 8.3% growth in its exports at Rs 26,000 crore in fiscal 2019 compared to Rs 24,000 crore in the previous fiscal. The association has also registered a domestic sale of 24,000 crore, taking its total businesses during the fiscal to Rs 50,000 crore.

Table25 Year-wise Tiruppur Export Data

Year	2011-12	2012-11	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18	2018-19
Rs in Cr	12500	12500	13000	18000	21000	23050	26000	24000	26000

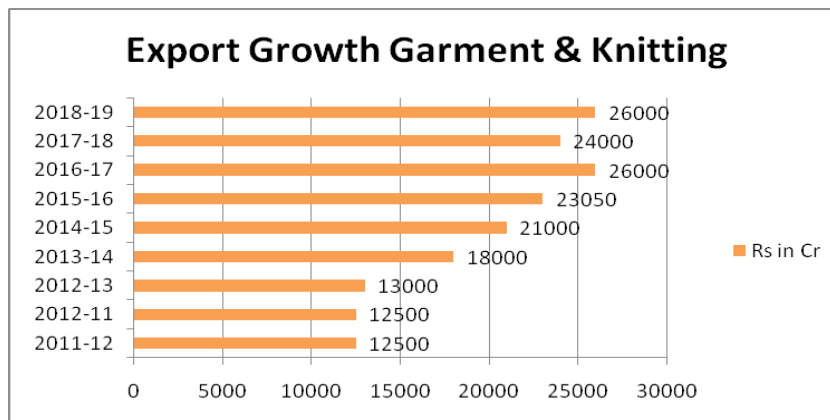


Fig 8 (Source: Knit tea)

Tiruppur Export Knitwear Industrial Complex (TEKIC)

An exclusive industrial complex for manufacture of knitwear for export, namely, Tiruppur Export Knitwear Industrial Complex, about 8 kms. from Tiruppur, in a sprawling 100 acres site to relieve congestion within the city and facilitate expansion of production capacities. This is the first Industrial Complex promoted by private enterprise, consisting 189 industrial sheds with full-fledged infrastructure facilities such as power, water, roads, rainwater drainage, sewerage, security, post and telecommunication. The investment in this complex has crossed Rs.300 crores and value of production is estimated at Rs.800 Crores per annum.

INLAND CONTAINER DEPOT (ICD)

TEA LEMUIR Container Terminals Private Limited, about 10 Kms. from Tiruppur arranges for loading and unloading of export and import cargo in Tiruppur itself. Exporters in Tiruppur are now completing the customs formalities in Tiruppur itself and sending the goods in containers directly for shipment through all southern ports and Mumbai.

NEW Tiruppur AREA DEVELOPMENT CORPORATION LIMITED (NTADCL)

A Public Limited Company promoted by TEA jointly with the Government of Tamil Nadu, Government of India and Infrastructure Leasing and Financial Services Limited (IL&FS),

Mumbai to supply water from Cauvery River-about 55 kms from Tiruppur for industrial and domestic use not only by the people of Tiruppur but also those in more than 30 villages, en route the pipeline.

This project, an outstanding example of Public Private Partnership of massive scale, funded by leading international financial institutions like US AID, is the first of its kind in the whole of Asia. Water project is already completed where Industries and people from wayside villages and Tiruppur are happy because the long felt need is fulfilled.

NIFT-TEA KNITWEAR FASHION INSTITUTE

An institution to cater to the manpower needs of knitwear industry and export business in all areas of designing, manufacturing, marketing and administration. Promoted at an investment of Rs.2.5 crores with support from the Government of India (Ministry of Industry) and ICICI, the institute has state-of-art machinery and equipment, including CAD and offered testing, training and designing services to the industry. The Bachelor Degree programs offered are Apparel Fashion Design, Fashion Apparel Management, Garment Production and Chemical Processing, Apparel Manufacturing and Merchandising. The Institute also offers Master Degree in Apparel Business and Apparel Production. The college is now affiliated to Bharathiar University, Coimbatore.

NETAJI APPAREL PARK

Once again, TEA visualized that Tiruppur should have world-class production facilities to face the competition and challenges emerging in the post quote-free regime. As a creator of par excellence, he conceived a huge project to build knitwear manufacturing facilities superior to those existing in developed and competing countries.

The Park, first of its kind in India has come up in a 166 acres site in a strategic location in NH47. The Park includes 52 knitwear units, with a total built-up area of about 2.0 million sq.ft.

With state-of-art machinery and world class infrastructure created with an investment of Rs.300 Crores the park provide direct employment to more than 15,000 persons. The park contribution for knitwear export turnover of Tiruppur is about Rs.1500 Crores per annum.

Zero Liquid Discharge:



Tiruppur is the very first Industrial Cluster which successfully adopted and Implemented Zero Liquid Discharge in the world. In the ZLD process no effluent is discharged into the Environment. The Effluent water is being recycled to use again for the process. Tiruppur has 18 Common Effluent Treatment Plants and 100 Individual ETP's to fulfill the ZLD requirement. No fresh water is taken out from the ground. Totally 330 companies are affiliated.

Green Power

Our Cluster has invested in Wind Energy to the tune of 1200 MW as against our Entire need of just 583 MW in the district of Tiruppur. Hence the entire production is out of clean Energy and the cluster is entitled to declare as "Carbon Neutral".

Small and medium enterprises:

The small and medium enterprises play a vital role in the economic development especially in providing employment in the industrial segment ranging from traditional rural crafts to technology oriented industrial units .

Hosiery capital of the country reportedly accounting for as much as 45% of the country's cotton knitwear exports. Around 6250 units have been established mainly in and around Tiruppur with 80 % of them belonging to small and medium entrepreneur units. In UAM as on Oct 2019 above 80000 industries registered.

Tiruppur is known for the cluster activity and mostly each activity of garment making is being carried out by out sourcing to Knitting units, Dyeing and Bleaching Units, Fabric Printing, Garmenting, Embroidery, Compacting and Calendaring and other ancillary units.

The Powerloom units are concentrated in Palladam, Avinashi and Vellakoil blocks with about 17 powerloom cooperative societies having 1200 members and 5300 looms. There are around 15000 private powerloom units having a total capacity of 1.5 lakh looms (@ 8-12 looms per unit) and providing employment to around 1 lakh workers.

Majority of the looms function as job work units and depend on master weavers for supply of yarn. Palladam Hi-Tech Weaving Park has been established as an integrated textile park and functions on the model of a Public-Private partnership.

About Palladam Hi-Tech Weaving Park



Palladam Hi-Tech Weaving Park is the first integrated textile park established for the first time in India which functions on the model of a Public-Private partnership managed by user entrepreneurs. The project is fully equipped to support weaving, garmenting, Home textiles, made-up units etc.

Palladam Hi-Tech Weaving Park is incorporated under The Company Act, 1956 under Section 25 as Non - Profit Organization. PHWP is a Special Purpose Vehicle (SPV) set up under the Scheme of Integrated Textile Parks (SITP), with the active support of Government of India and Government of Tamilnadu.

The Park is one of the first initiatives where several weaving units have come together under a strong institutional framework and set up new facilities with shuttle less looms and modern infrastructure on a common use principle.

PHWP spread over 65 acres of land. Under the SITP project, 90 small and medium textile, weaving, garments units has been established with various types of factory sheds such as A,B,C &D based upon the land & built-up area. And further, hostel facilities also have been created by constructed Hostel Buildings with G+ 1 floor to accommodate 1050 male & female workers. Currently 94 units running under this roof.

PHWP has been awarded for being the overall best performing Park at the National Workshop on Scheme for Integrated Textile Parks (SITP) held on April 10th 2015.

Last year Annual Turnover of value added products comprising fabrics, made-ups and garments is 600Cr, totally 3500 labours benefited the mode of direct employment and 4500 labours benefited the mode of in-direct employment. PHWP having world class

infrastructure facilities like water, Road connectivity, Street Lights, Power supply, well planned Common Sewage Treatment Plants (STP), Separate hostel facilities, Canteen facility, Individual compound, training hall, training facility.

Khadi and Village Industry:

In the district, 12 Sarvodaya Sanghs are functioning in 7 blocks and producing Cotton, Silk and Polyvastra sarees. Further, they also manufacture steel cupboards and wooden furniture. The Head-quarters of all Sarvodaya Sangh, viz. TamilNadu Sarvodaya Sangh is situated in Tiruppur. The societies have availed working capital loans from Commercial banks.

Interest subsidy is provided by KVIC for loans availed from banks at subsidised rate of interest. The Cluster Development Programme under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) -a Central Sector Scheme is under being implemented by Kangayam Sarvodaya Sangh, Kangayam and Khadarmangalam Sarvodaya Sangh, Chinnadharapuram involving around 500 artisans comprising spinners, weavers etc. While KVIC is the nodal agency, NABCONS has been identified as the technical agency for implementing the scheme. The total financial support sanctioned for this Cluster is Rs. 158.00 lakhs. The scheme was completed by 31 October 2018.

There are 7 industrial co-operatives engaged in metal works, hosiery works, technical labour contracts and automobile driving, etc. Ten Industrial estates are functioning in the district. DIC is the nodal agency for assisting new industrial units, providing training and technical assistance, coordinating with various agencies and ensuring other forward and backward linkages.

South India Hosiery Manufacturers Association (SIHMA), Tiruppur Exports Association (TEA), Tiruppur Export Knitting Manufacturers Association (TECMA) are some of the leading associations. The Confederation of Indian Industry has set up its Tiruppur centre with the objective of addressing the issues of various segments of the garment cluster and for its overall development.

Export Credit

Tiruppur is contributing about 45% of total knitwear exports from our country and is exporting only cotton based garments. There is a good scope for increasing the market share in the global from the current level of about 2.6% by exporting value added products and synthetic products. As a product diversification, Knitwear Technology Mission (KTM) has been setup in Tiruppur, under the aegis of AEPC to guide the industry to venture into manufacturing of synthetic garments like sportswear, swim wear, yoga wear, performance wear etc., which have a market throughout the year globally.

Traditional Activities

TRADITIONAL ACTIVITIES

Metals and vessels industries Anupparpalayam:

In Tiruppur Anupparpalayam is the main place to produce silver, copper metals and vessels. In this area above 100 shops are selling metals and vessels.

They formed the society on 1959. The Anupparpalayam Co operative society, Vessels and metals producer and sales association, Labour association are the important committee of this business.

In this area above 5000 members are working and got benefit directly and indirectly from this business sources.

Minimum 1000 members are joined in this association and they are running their business. Nearby 4 small towns namely, Angeripalayam, Chettipalayam, Pudhur and Angeripalayam area lot of small vessels shops, Whole sale and retail shops, vessels and metals repair and polish shops are running.

Before 30 years above 20000 members were doing this business directly and indirectly. Now a days lot of members divert from this business and new comers also not interested to do this activity.

Such kind of family and group of peoples are doing this business regularly. Now the global market scenario, other districts production and selling the vessels, Wages of labour, lack of technical support, lot of production units are shut down and the family has migrated from the place and now they are going as construction workers, labours in Garment Industries.

Traditional lamps, Pooja items, Temple belongings, Metals and vessels and kitchen items are available in all stores regularly. Now days copper vessels have a huge demand, around 300 families are separately doing to produce temple architects, Copper vessels, Panchaloga statues only.



It is a cottage industry but GST is very high (18%), the association says after GST the business turnover fall down. This is a traditional activity this business peoples need Electric subsidy like agriculture, Tax deduction.

Current scenario the total turnover is nearly 100Cr only.

ThirumuruganPoondi : Stone sculptures:

Stone sculpture is traditional family business of Nayakkars and Viswakarmas in TirumuruganPoondi and nearby villages for more than 300 years. Their ancestors were worked during Vijayanagara Dynasty in Kongu Region for construction of Kongu Siva Sthalams. More than 30 sculpture centres are being established and an approximately 250



families are involved in this business. Most of the orders for making Hindu God / Goddess such as Ganesh, Murugan, Saraswathi. These sculptures are being made from specific types of stones and are available in and around Uthukuli of Tiruppur District and they are called 1) Purusha statue stone, 2) Sthri Statue Stones and 3) Navamthagam statue stones. These statues are despatched to various parts of India and Foreign Countries. It is famous in Avinashi, ThirumuruganPoondi of Tiruppur District. In current scenario business is running not successful. Due to labour issues, cost of production, govt norms and taxation problems. All over world the sculpture business is have a normal demand.

Kangayam Kaalai & Kangayam Rice and Oil Mills



KangayamKaalai (Breed):

Kangayam breed is also known as "Kanganad" and "Kongu". The breeding tract of this breed is Coimbatore, Erode, Dindigul, Karur and Namakkal district of Tamil Nadu.

This breed derives its name from its habitat - Kangayam taluk of Erode district (earlier part of Coimbatore district). Late Pattogar of Palayakottai developed this breed. This breed resembles Umblachery breed. Animals true to the type are available in Kangayam and Dharapuram taluks of Erode district, and Karur taluk of Karur district. There are two varieties of Kangayam cattle, small and large. The smaller variety is found in the Kangayam, Dharapuram, Udumalpet, Pollachi, Paddadam and Erode subdivisions, while the larger variety is found in the areas of Karur, Aravakurchi and Dindigul subdivisions of Tamil Nadu. The breed is usually gray or white in color. Coat is red at birth, but changes to grey at about 6 month of age. The males are generally gray in color with black or very dark gray markings on the head, neck, hump and quarters. Cows are generally white and gray with deep markings on the knees, and just above the fetlocks on all four legs. The most prominent feature of this breed is that they have dark eyes with prominent black rings around them. Horn are long and strong, take backward, outward and upward sweep and then curving inward with tips tending to meet each other to form crescent shape. Kangayam cattle are of moderate size, active and powerful, and are highly prized draught animals. Bullocks have good capacity for work and are used for various agricultural operations and for works like sugarcane load hauling. Average lactation milk yield of Kangayam cattle is 540 kg with an average milk fat of 3.9%.

KANGAYAM TALUK RICE MILLS AND OIL:

Kangayam is a commercial center in Tamil Nadu with the main commercial interests being rice hulling, Ghee production, coconut oil extraction, and groundnut cultivation.

The major business interests in Kangayam are rice mills, coconut copra making which is used in coconut oil production, ghee production and groundnut cultivation. The region, despite being semi-arid and rain-fed, produces rice throughout the year. Rice is processed to hull it and then marketed.

Paddy procured from Thanjavur and Cauvery delta regions in Tamil Nadu and from other states like Karnataka and Andhra Pradesh are also brought here for processing and there are more than 200 rice mills in Kangayam Taluk (Kangayam, Vellakovil, Moolanur).

The average processing capacity of each mill is now about 13 tones of paddy a day. The mills buy paddy from Karnataka and Andhra Pradesh and sell the rice in Tamil Nadu. In govt of India announced Kangayam, Kanchipuram and Arani as Rice cluster. "The cluster will have common facilities such as cleaning and drying yards, stores, packing units, laboratory, training centre and service centre, which otherwise may not be within the reach of rice mills as individual units."

“With a standardized production technique to ensure uniformity in quality, the cluster will meet one of the buyers’ important expectations.”

Coconut oil production in Kangeyam began in the 1980s when coconut cultivation started spreading in Tamil Nadu. Kangeyam is often named among the major coconut oil producing regions of India and the coconut oil that is produced here is marketed all over Tamil Nadu, and also in other states like Maharashtra, Andhra Pradesh, Karnataka, Gujarat, West Bengal and Madhya Pradesh, and is also exported.

Coconut kernel is first allowed to dry on large fields made for this purpose, and then processed in oil mills to produce coconut oil. There are about 150 coconut oil manufacturing units in and around Kangeyam, and about 500 copra processing and drying units in Kangeyam Taluk.

Now a day’s lot of awareness about health and usage of oils, peoples are ready to buy organic edible oils (Marachekku). So lot of Marachekku units are renovated, newly opened now the business also running successfully. Lot of organic oil stores are available in this district and easily to market their oil products, other related products also.

The town is a very important rice and oil market in Tamil Nadu, and is called the “Rice and Oil Town”. Ghee and Ornamental stone production is a major business in Kangeyam. The stone that is produced is known as “Moon Stone”, and is exported to other countries.

Vellakovil is a municipal town in Kangeyam taluk of Tiruppur District. Kannapuram village located near to this town is famous for Kangayam breed cattle market that happens on every year during Mariyamman temple festival.

It is an industrialized town with traditional agriculture being the occupation for most of the people. It holds lot of Power looms weaving bedsheets, floor mats and cotton materials being exported to foreign countries via exporters present in Karur.

Identified other major activities are like hollow block manufacture and sales, Granite and Tiles, White stone powder manufacturing, Vegetables cultivation, Detergent soap manufacturing, Coconut coir production and Spinning mills.

Tourism in Tiruppur



Dollar city also have a historical places in their boundry. Avinashi lingeshwar temple, this temple car festival is very fomous. Poondi Murugantemple, Kundadam vaduganathasamy temple, Dharapuram Hanuman temple, Udumalai Thirumoorthyswar temple, Mariamman temple car festival, Kangayam Sivanmalai, UtukuliKaithamalai, Samalapuram Ayyankovil temple. Lot of famous new temples are TiruppurTirupathi, UdumalaiTirupathi also a good place to develop divine tourisam. Nearby area of Anaimalai near pollachi have a Masani amman temple and Vethathri valgavalamudan maiyam, Udumalai Santhosam spiritual and yoga centres also available. As a tourist spot, Amaravathi dam, Crocodile park, Thirumoorthimalai, nearby area of Aliyaar dam also in tourist spots. The way of moonar connects the main road of Udumalpet via theni. Lot of pilgrims is passing these places in every year on the occasion of sabarimala season, Masani amman temple function and Palani Malai season. For the awareness of organic foods lot of tourist are like to eat organic foods and bring organic items to use. So promote organic food and oil shops, it will help a income generation to the enterprises.

List of Potential activities identified in Tiruppur district & TNRTP block wise:

Potential Enterprises Farm & Off-farm	Non Farm	Service
Oil processing(Copra)	Garments/ woven	logistics
Food processing	Knitting	Food enterprises
Poultry and Processing	Machine embroidery	Trading
Onion Cultivation	Packaging	Hostels (women- men)
Tomato Cultivation	Waste to wealth	Rentals
Vegetables cultivation	Vessels manufacturing	Saloons
Ghee manufacturing	Pottery	Designing
Milk products	M S Gate & Grills	Printing
Feed production	Power loom	Trading – organized retail
BIO- Inputs Manufacturing	Shuttleless loom	Teashop/Bakery/ Pazha mudhir Sholai
Jaggery		Tourism
Pulses		Organic Shops

Table 26

UDUMALPET

Coconut, Maize, Pulses, Beet root, Tomato, Sericulture, Wind mills and Coir Products, (nearby town Garment unit), solar energy, Organic Sugar preparation and sales, Paddy, Milk production

AVINASHI

Banana, Groundnut , Maize sales, Hotels, Garment unit (Stitching unit) Vegetables cultivation(Panthal Murai vilaichal), Powerloom, Milk production

PONGALUR

Poultry, Milk production, Onion Cultivation, Tomato cultivation, Small grams, Duck rearing, Coriander cultivation, Garment and other related garment acceries work, Organic Oil

KUNDADAM

Sericulture activities, Goat, Sheep rearing, Poultry, Onion cultivation and vegetables cultivation, Hollow bricks, Cement and M sand sales (agency), Organic Oil, Milk production

TIRUPPUR

Garment/Knitting cluster, Handloom, Sculpture, brass/ever-silver vessel manufacturing, Vegetables cultivation (Seasonal), Dhall Sales, Weaving, Organic oil sales

Conclusion

FINDINGS OF DISTRICT DIAGNOSTIC STUDY:

- ❖ Through Tiruppur is an industrial hub has lot of potentials for Agricultural and Allied activities.
- ❖ Above 40% of peoples generate their income through industrial sector particularly in Knitting and Garments.
- ❖ Above 40% of the population in Tiruppur Rural area who generate their income from the source of agriculture.
- ❖ Tiruppur can also be said as poultry hub because above 60% of the chicken consumption in TamilNadu are Palladam and nearby areas.
- ❖ In Udumalpet still there are 100 of families weaving through handlooms.
- ❖ Udumalpet is a better block for sericultural activities because no production of tobacco.
- ❖ In recent years no of white cattles are increased, Kangayam bulls also increased because of the effect taken by rural peoples.
- ❖ In Tiruppur for a village there are one or two families doing pottery business as traditional activity.
- ❖ In Tiruppur Thatches weaving is the major activity because the availability of thatches.
- ❖ No of nurseries and vermin compose production is increasing.
- ❖ Awareness about organic food and oil has helped to open to start organic shops.
- ❖ Because of increasing rainfall the farmers who have migrated like labours and daily wages have started to do the farming activities. But increasing in rain fall has affected the cocoon production and copra business.
- ❖ Govt training programmes have successfully conducted to the rural communities.
- ❖ Vibrant youths are available in the district. But skilled youths shortage also a big problem in this district.
- ❖ Most of the logistic relaying upon industries are done through road ways only.
- ❖ Competition for hoserries in Tiruppur district has increased because of other district entering into the business.
- ❖ Because of the north Indian labourers working for low wages in garments and other works, local skilled labours are affected.
- ❖ Lot of shg women are interested to promote enterprises. Women entrepreneurs are doing their business successfully.
- ❖ Awareness of Producer Organization to be improved.



PRIORITIES



Tamil Nadu Rural Transformation Project
Tiruppur District