

Tamil Nadu Rural Transformation Project



DISTRICT DIAGNOSTIC STUDY



Virudhunagar District

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Glossary

CBO	Community Based Organization
VPRC	Villae Poverty Reduction Committee
PLF	Panchayat Level Federation
SHG	Self Help Group
FPO	Farmer Producer Organization
SEEDS	Social Education and economic development society
FWWB	Friends of Women World Banking
NABFINS	National Agricultural Business Finance Service
PG	Producer Group
FIG	Farmer Interest Group
SFAC	Samll Farmers Agribusiness Consortium
NABARD	National Bank for Agriculture and RuralDevelopment
TWAD	Tamilnadu Water Supply and Drainage Board
MCM	Miniature Custom Manufacturing
CGWB	Central Ground water Board
NMSA	National Mission on Sustainable Agriculture
IFS	Integrated Farming system
TANSEDA	Tamilnadu State Seeds Development Agency
TNIAMP	Tamilnadu Irrigated Agricultrre Modernisation Project
PMKSY	Pradhan Mantri Krishi Sinchayee Yojana
MSE-CDP	Micro and Small Enterprises – Cluster Development Programme
CFC	Common Facility center

Executive Summary:

The Tamil Nadu Rural Transformation Project (TNRTP) is an innovative World Bank assisted project that aims at rural transformation through strategies that focus beyond poverty alleviation by building sustainability and prosperity of rural communities through enterprise promotion, access to finance and employment opportunities in the proposed 3994 village Panchayats 120 blocks from 26 districts of Tamil Nadu. TNRTP project implemented in 4 blocks out of 11 blocks in Virudhunagar District which includes **Rajapalayam, Kariapatti, Virudhunagar and Sivakasi.**

Virudhunagar District one of the most important district of Tamil Nadu plays a crucial role in determining commodities price fixation such as dhalls, pulses, oils, etc. This district also has its unique contribution to the state in farm based activities eg. Milk Kova and production of crackers and match boxes.

The District Diagnostic Study was conducted at Virudhunagar District to identify and prioritize major sectors/ subsectors and commodities for promoting rural enterprises job creation and enhancing the rural economy. The secondary data was collected from the line departments and official websites which were analyzed through interaction with line departments officials and meeting CBOs. This study analyses the socio demographic, Geographical features, Status of ground water, infrastructure facilities of the projected area. Activities of farm, non-farm and MSME sectors, financial institutions are also analyzed by gathering secondary data.

Objectives of the District Diagnostic Study

- To identify and prioritize major sectors, subsectors and commodities for enterprise promotion
- To identify and prioritize current and potential value chains.

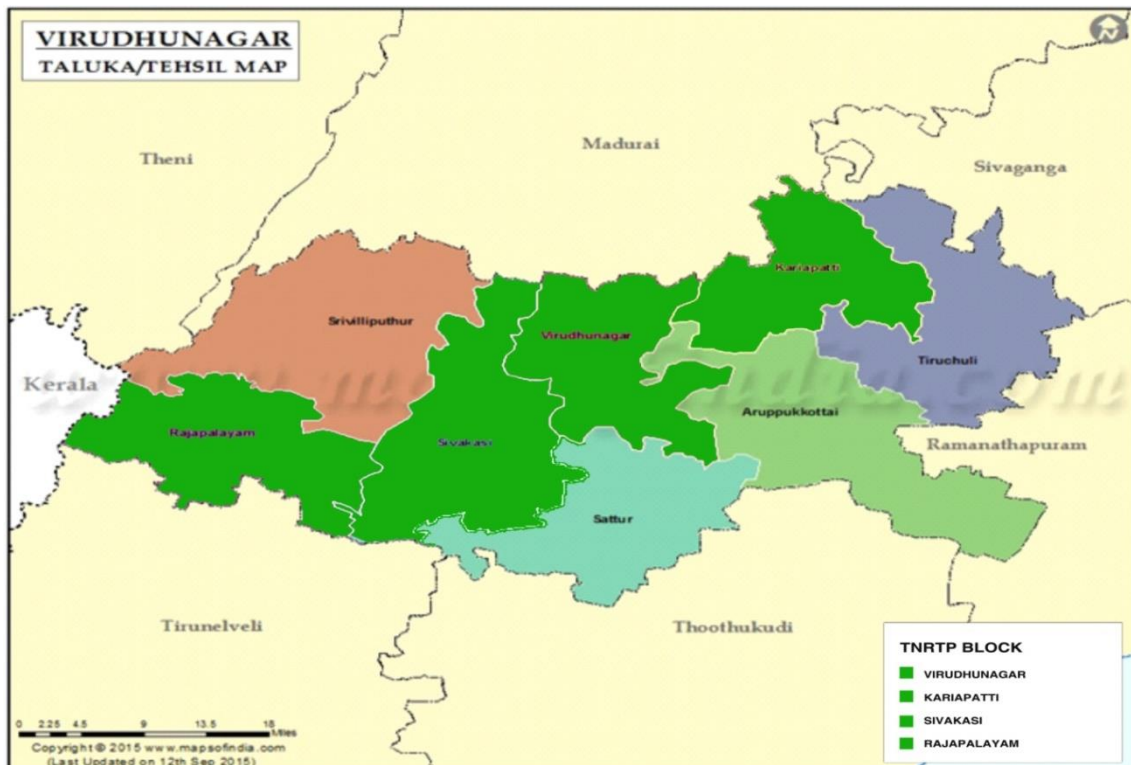
Methodology:

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 Statistical Department, Agriculture Department, Horticulture Department, Tourism Department and block units of TNSRLM.

2.0 Virudhunagar -An Introduction :

Virudhunagar district is famous for its temples and food which is in the South Indian State of Tamil Nadu. Upto the beginning of 20th century AD; Virudhunagar was called as Virudhupatti which was one among the six important places of Ramanathapuram District. Due to the rapid growth in the field of trade and education, it was renamed as Virudhunagar on 29 October 1923. Virudhunagar District covers an extent of 4243 Sq.Km.



Virudhunagar district is situated in the southern portion of Tamil Nadu State. It is bounded on the north by the districts of Madurai and Sivagangai, on the east by the districts of Sivagangai and Ramanathapuram, on the south by the districts of Thoothukudi and Tirunelveli and on the west by a portion of Kerala State and the district of Madurai. The administrative headquarters is located at Virudhunagar town.

The District is divided into 3 Revenue Divisions, one at Sivakasi comprising of Srivilliputhur and Sivakasi Taluks, another one at Sattur Division comprising of Sattur, Vembakottai and Rajapalayam Taluks, and another one at Aruppukottai comprising of Aruppukottai, Kariapatti, Virudhunagar and Thiruchuli taluks.

The District comprises

- ✓ 9 Taluks,
- ✓ 7 Municipalities,
- ✓ 9 Town Panchayats,
- ✓ 11 Panchayat Unions,
- ✓ 450 Village Panchayats and 897 hamlets.

- **Rajapalayam** is famous for its cotton mills, knit wears and rajapalayam dogs.
- **Kariapatti** is famous for Bolts & nuts industries, Charcol production.
- **Virudhunagar** market is an age old market for pulses, cereals dhalls and oil products.
- **Sivakasi** which is called as kutty japan plays an international role in business activities like Crackers, Calender & diaries, match box production.

3.0 Socio Demographic Profile of the District

3.1 Population

The total population of this district 19, 42,288 comprising 9,67,709 Men and 9, 74,579 women as per 2011 census. The urban population is 9, 80,226 constituting 50.46% of the total Population, the remaining 49.53% ie. 9, 62,062 is rural population. The details of population in Virudhunagar district as per 2011 census are furnished in Table 1

Table 1. Population and Occupation

S.No	Particulars	Unit	Percent
1	Total Population	1942288	
	Male	967709	49.82
	Female	974579	50.17
2	Occupation		
	Total Workers	950158	

	Main Workers(Agriculture)	854066	89.9
	Marginal Workers(Allied sectors)	96092	10.1

Source: Census of India 2011

From the above table, it could be noted that the total population of the district was 1942288 out of which male and female accounted 49.82 and 50.17 percent respectively. Further it could be seen that most of the workers were dependent on agriculture (89.9 percent). The marginal workers were found to be in allied sectors only.

Decadal growth of the population

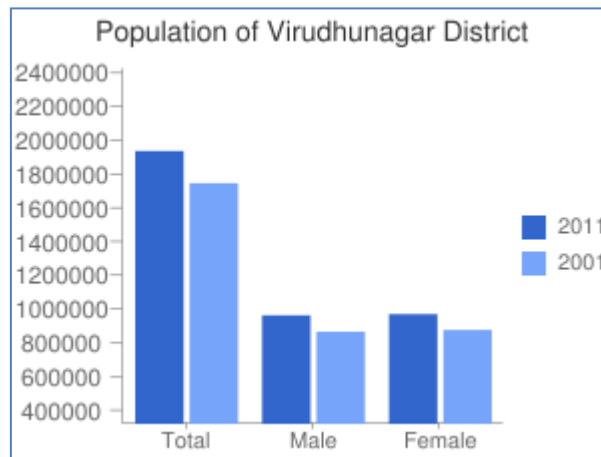


Figure 1: Decadal growth of the Population

The district population is 1942288 in 2011 as against 1751301 in 2001. The decadal growth rate of the population in the district is 10.90 percent. The density of the population in the district is 458 persons per sq.km in 2011, as against 409 in 2001 which is due to the increased population as shown in Figure (1) The urban population is 980273 constituting 50.47 % of the total Population, the remaining 49.53% ie. 962015 is rural population. SC population is 399831, ST Population is 2294.

Table 2: Decadal growth of the population

S.No	Indicators	2001	2011
1	Population	1,751,301	1,942,288
2	Decennial growth(percent)	11.90	10.91
3	Density of population per sq.km	409	458
4	Urban population	NA	50.47
5	Sex ratio	1012	1007
6	Percentage of 0 -6 years old	958	955

Source: Census of India 2011

3.2 Sex Ratio

With regards to Sex Ratio in Virudhunagar, it stood at 1007 per 1000 male compared to 2001 census of 1012. In 2011 census, child sex ratio is 955 girls per 1000 boys compared to 958 girls per 1000 boys of 2001 census data.

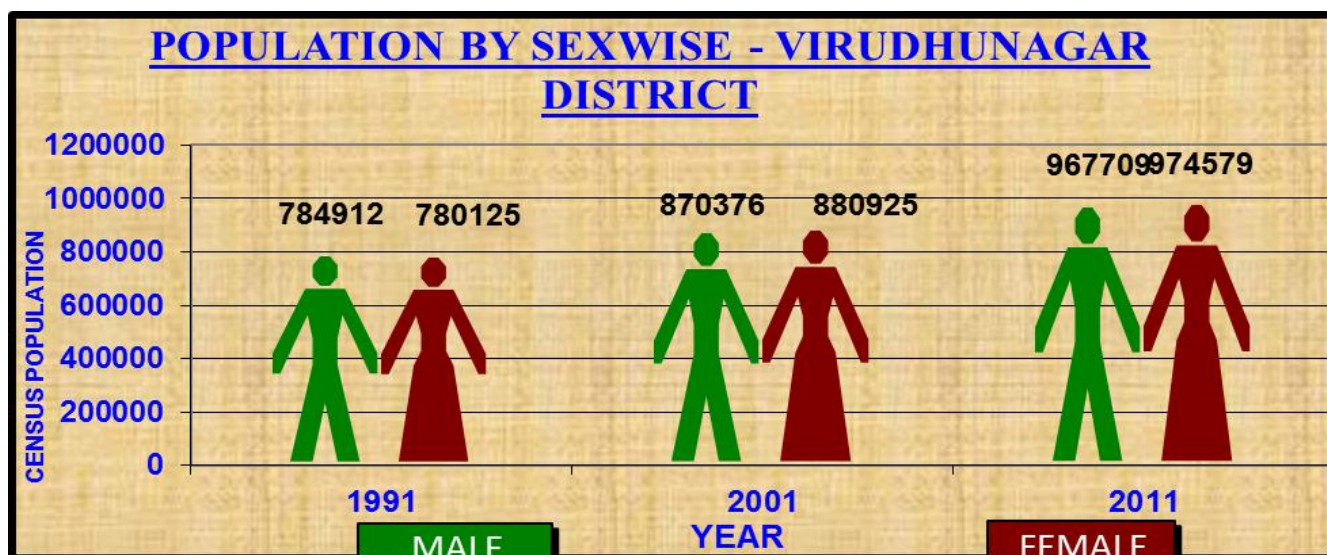


Figure 2: Sexwise Population 1991 – 2011

The above chart shows that there is an increase in male population as well as for women population from 1991 to 2001 & 2001 to 2011. It is inferred that Women population increased greater than the male population. Hence there is an opportunity for promoting women led enterprises in Virudhunagar district.

3.3 Literacy

Government Medical College with 325 crore of investment is the upcoming infrastructure project in Virudhunagar due to excellence in education. The literate population increase over 2001 was 262214 and percentage increase was 23.07. The details of male and female literacy rates are as follows,

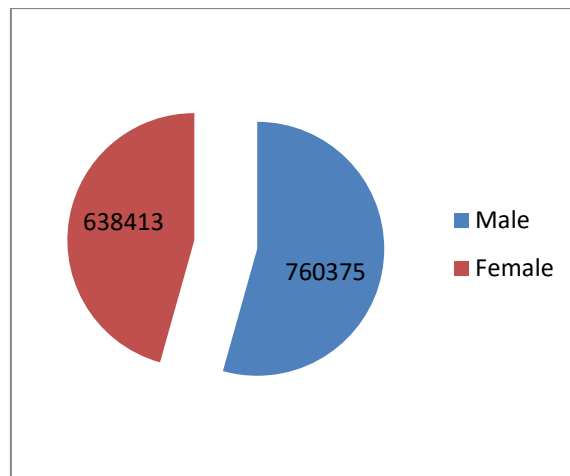


Figure 3: Literate population 2011

Source: Census 2001 & 2011

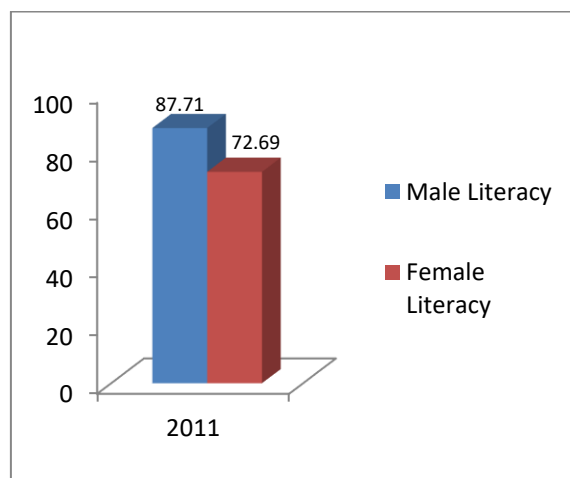


Figure 4: Literacy rate 2011

Source: Census 2001 & 2011

The Average literacy rate of 2001 is 73.70 percent which is increased by 2011 as 80.15 percent. Female literacy rate is higher in both 2001 and 2011 while comparing with the male literacy rate. From this we understand that due to unemployment and family burden the male literacy rate is low compare to female. Moreover most of them dropped out in adult age group. Then we are suggested the upcoming years we will give intervention to adult age group members

3.4 SC, ST POPULATION

Table 3: Block wise SC population

Sl. No.	Name of the Block	Area	Population			Scheduled Caste		
			Persons	Male	Female	Persons	Male	Female
1.	Aruppukottai	336.50	65088	32244	32844	9332	4557	4775
2.	Kariapatti	443.00	75178	37768	37410	18717	9430	9287
3.	Narikudi	424.50	73022	36865	36157	17278	8641	8637
4.	Rajapalayam	558.91	134536	67449	67087	42112	20964	21148
5.	Sattur	137.29	69701	34554	35147	23926	11965	11961
6.	Sivakasi	343.76	103147	51163	51984	28238	13942	14296
7.	Srivilliputhur	779.25	90402	45251	45151	32015	16085	15930
8.	Thiruchuli	426.00	85434	42870	42564	14186	7161	7025
9.	Virudhunagar	422.43	90495	45218	45277	26157	13072	13085
10.	Watrap	262.13	73274	36604	36670	27501	13704	13797
11.	Vembakottai	376.89	101785	50374	51411	23744	11765	11979
	RURAL TOTAL	4510.66	962062	480360	481702	263206	131286	131920

Source: Statistics Department

From the above table we have found out SC population ratio is 27% from total rural population in Virudhunagar District. According to our target blocks

only rajapalayam high massive rate of SC population (31%) occurred. From the Project we will give more priority to SC Population in selected Block..

ST Population

Table 4: Blockwise ST population

Sl. No.	Name of the Block	Area	Scheduled Tribe		
			Persons	Male	Female
1.	Aruppukottai	336.50	18	8	10
2.	Kariapatti	443.00	0	0	0
3.	Narikudi	424.50	3	1	2
4.	Rajapalayam	558.91	371	184	187
5.	Sattur	137.29	48	23	25
6.	Sivakasi	343.76	22	14	8
7.	Srivilliputhur	779.25	212	104	108
8.	Thiruchuli	426.00	11	5	6
9.	Virudhunagar	422.43	12	5	7
10.	Watrap	262.13	244	124	120
11.	Vembakottai	376.89	137	73	64
	RURAL TOTAL	4510.66	1078	541	537

Source: Census of India 2011

From the above data 1078 people belongs to ST rural population in virudhunagar district. From this huge number of ST population belong to Rajapalayam Block. Here more scope for promoting handicraft product and natural food item related enterprise.

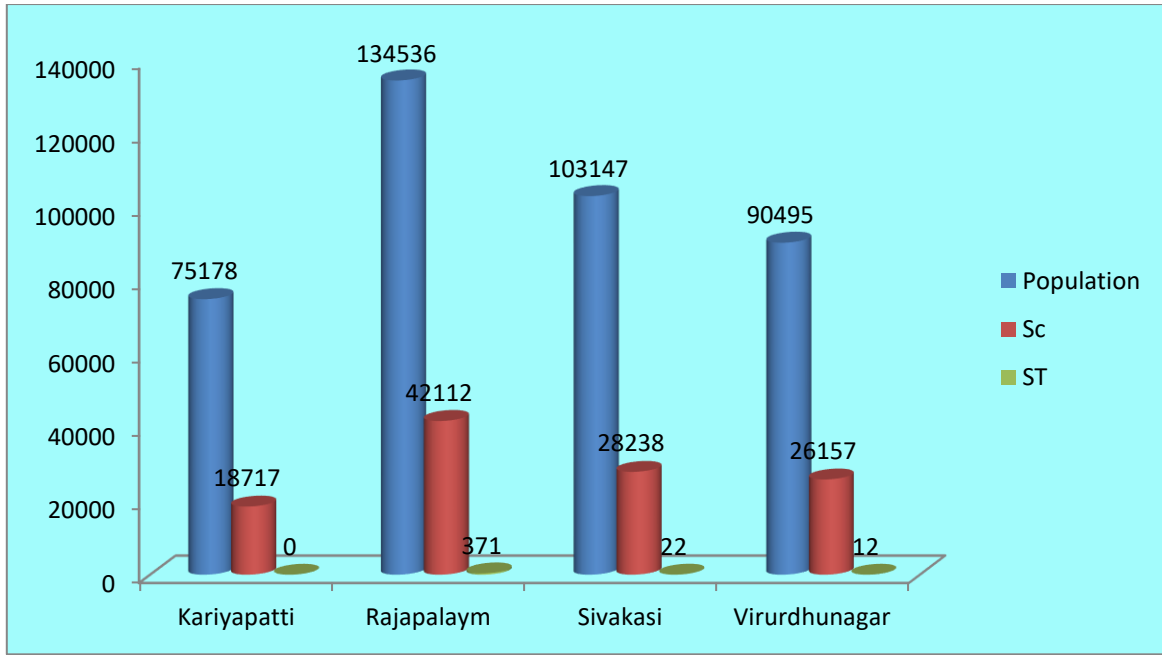


Figure 5: TNRTP Block wise SC & ST data analysis

Source: Census 2011

3.5 OCCUPATION PROFILE

Table 5: Workers Details

Sl.No.	Industrial Category	District		Tamil Nadu	
		Persons	% to workers	Persons	% to workers
1.	Main Workers	854066	89.9	27942181	85.0
2.	Marginal Workers	96092	10.1	4942500	15.0
	Total Workers(1+2)	950158	100.00	32884681	100.00
	a.Cultivators	52361	5.5	4248457	12.9
	b.Agri. Labourers	168174	17.7	9606547	29.2
	c.Household Industries, Manufacturing, Processing, Servicing and Repairs	30292	3.2	1364893	4.2
	d.Other Workers	603239	63.5	17664784	53.7
3.	Non workers	992130		39262349	
	Total Population	194228		72147030	

Source: Census of India 2011

The percentage of main workers in virudhunagar district is 89.9% higher than state average 85%. In the same time the percentage of other workers is also 63.5% is higher than the state 53.7%. 89.9% of the workers were dependent on agriculture. Only 10.1% were found to be in allied sectors. There is a large number of people are coming under non workers which is 51% and also we found that more number of people are going to agri coolie like no landholder, no reasonable price of commodities and few of them for alternative income.

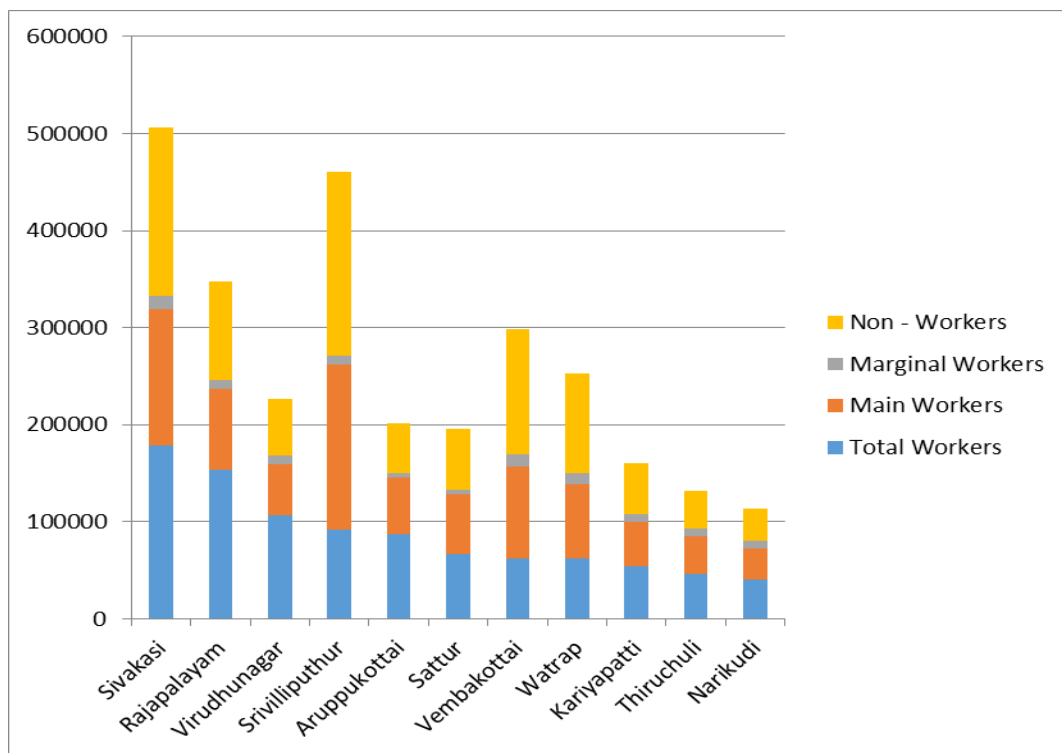


Figure 6: Workers Details

Source: Census of India 2011

Total workers of Sivakasi and Rajapalayam are high when compared to other blocks. Main workers are high in Srivilliputhur. Marginal workers are less in all the blocks. In Sivakasi total workers and non workers are high. It is found

that Sivakasi and Srivilliputhur has more number of non workers while comparing to other blocks. Hence it is inferred that the project intervention will be needed in filling the skill gap like Driving, Mobile service,CCTV Camera Repairing,Electrician,Plumbing,Handicrafts , Nutrition and hygienic snacks items.

3.6 COMMUNITY BASED ORGANISATIONS

Community based organization (CBO) such as village poverty reduction committees (VPRCs) and panchayat level federations (PLFs) were promoted to provide services to poor. This CBOs leverages financial support from banks and provide support to the members for the Livelihood activities. The status of CBOs in the district are



Figure 7: Community Based Organizations

Block wise SHG details

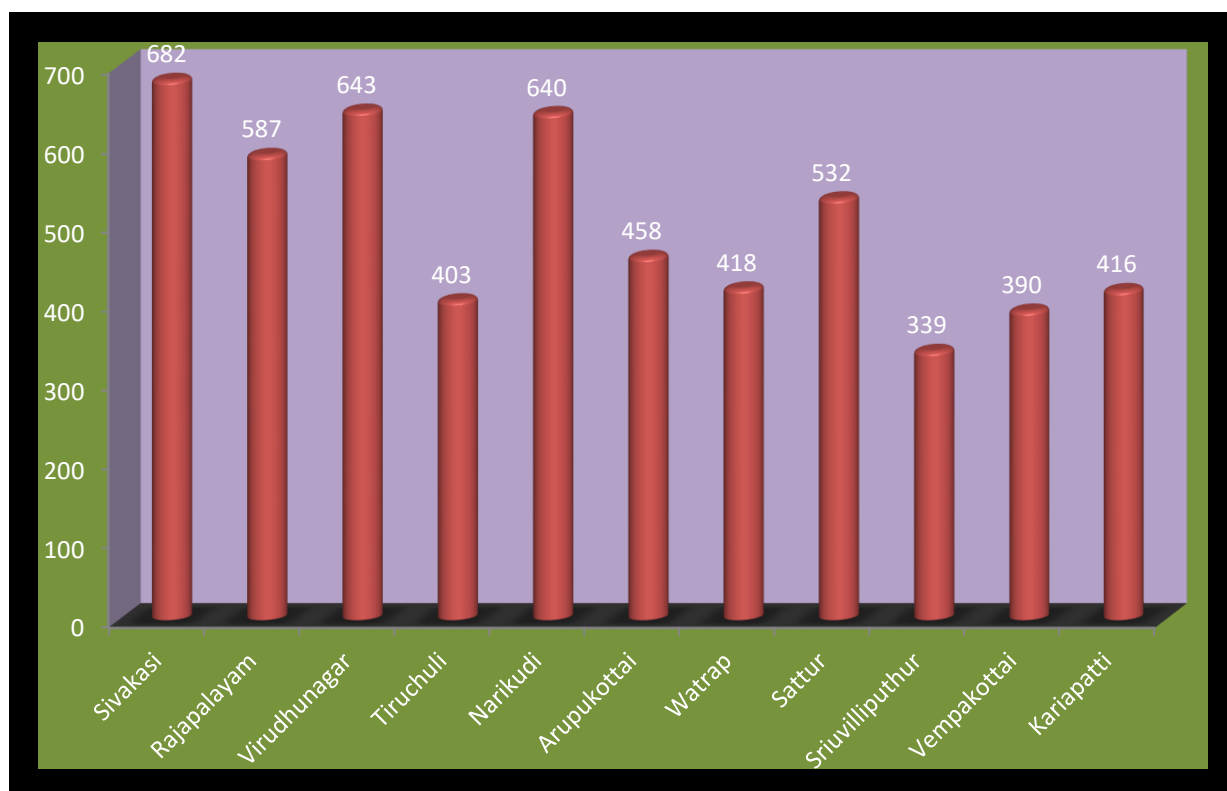


Figure 8: Block wise SHG

Source :TNSRLM

Table 6: Block wise SHG details

Blocks	Active SHGs	Members	Average members per SHGs
Sivakasi	682	8196	12
Rajapalayam	587	7965	13
Virudhunagar	643	9645	15
Tiruchuli	403	5692	14
Narikudi	640	8979	14
Arupukottai	458	5954	13
Watrap	418	5167	12
Sattur	532	9776	18
Sriuvilliputhur	339	6054	17
Vempakottai	390	6734	17

Kariapatti	416	6240	15
Total	5508	80402	14

It is inferred that 41% of the active SHGs are coming under the project blocks. Hence there is a scope for promoting individual entrepreneurs through TNRTP.

3.7 Farmer Producer Organizations FPOs

There are 18 FPOs promoted by Agri department, 4 FPOs promoted through and NABARD and 3 FPOs promoted SFAC. The FPOs are Sattur, vembakottai, narkkudi and Tiruchuli blocks. They have been involved in provision of Kisan Credit Card, Insurance and credit for purchase of Milch animals. Most of the FPOs are working on Groundnut, Black Gram and Paddy and few of them have installed Value added Units. A FPO named SEEDS which is 5 years old has mobilized around 30.99 lakhs as equity and seen profits. The FPOs need logistical support is the need as mostly the flowers are transported through two wheeler and buses. NABFINS and NABKISAN are the major lending agencies along with FWWB and Ananya. The annual turnover SEEDS FPO for the year 2017-18 Rs.9.25 Lakhs.

Table 7: Existing FPOs through Agriculture Department

Existing FPOs in Virudhunagar District through Agriculture Department					
Sattur					
S.No	Panchayath Name	Crop Name	PG	FIG	No of Members
1	M.Nagalapuram	Minor Millets	1	5	100
2	Soorankudi	Corn	1	5	100
3	Karisalpatti	Corn	1	5	100
4	Kundalakuthur	Corn	1	5	100
5	Chinnakollapatti	Corn	1	5	100
6	Nenmani	Paddy	1	5	100
7	Papakudi	Minor Millets	1	5	100

8	Pothiredipatti	Corn	1	5	100
9	Ammapatti	Minor Millets	1	5	100
Vembakkottai					
S.No	Panchayath Name	CROP Name	PG	FIG	No of Members
1	A.Lakshmiyapuram	Maize	1	5	100
2	Nathikudi	Maize	1	5	100
3	Kundairuppu	Maize	1	5	100
4	Guganparai	Maize	1	4	80
5	Kangarseval	Maize	1	5	100
6	Subramanoyapuram	Maize	1	5	100

Table 8: Existing FPOs through NGOs

NGOs Promoted Existing FPO'S in Virudhunagar District					
S.no	Farmers Producer organization	No.of.farmers	Supported by	Share capital mobilization	Equity grand obtained
1	Seeds FPO	3099	NABARD	30.99 Lakhs	10 Lakhs
2	Ramanar millets FPO	1967	NABARD	19.67 Lakhs	10 Lakhs
3	Vizhthugal FPO	1285	NABARD	21.85 Lakhs	10 Lakhs
4	Viruthai millets FPO	1560	SFAC	15.60 Lakhs	10 Lakhs
5	Maize FPO	1004	SFAC	10.04 Lakhs	10 Lakhs
6	Nallaru coconut FPO	1000	SFAC	10.00 Lakhs	IN PROCESS
7	Kariyapatti FPO	820	SFAC	8.20 Lakhs	IN PROCESS

Sattur block has more number of FPO's for corn and millets whereas Vembakkottai have FPO for maize. In other blocks like Virudhunagar Kariyapatti & Aruppukottai NGO's promoted FPO's are available. Hence it is inferred that most of the FPOs are working on Corn, Minor millets & Maize .There is an opportunity for creating Paddy, Sugarcane, Cholan, Groundnut FPOs through TNRTP.

4.0 Geographical Features:

4.1 Topography

Physio-graphically, the district consists of two distinct regions. The eastern slopes of the Western Ghats in Srivilliputhur and Rajapalayam taluks and the black soil plains of Virudhunagar, Sivakasi, Tiruchuli, Kariyapatti, Aruppukkottai, and Sattur taluks. There are 11 blocks in the district. They are Rajapalayam, Srivilliputhur, Watrab, Sivakasi, Vembakottai, Sattur, Virudhunagar, Aruppukottai, Kariyapatti, Thiruchuli, Narikudi. The average height of the hills of the eastern slopes of the Western Ghats is 1500 metre, though a few peaks rise to 1700 metre. The highest peaks are Peyimalai Mottai and Kottamalai. The foothills have rich loamy soil with good vegetation cover. The plains with black cotton soil have underlying calcarious formations.

4.2 Climate and Rainfall

The district receives the rain under the influence of both southwest and northeast monsoons. The northeast monsoon chiefly contributes to the rainfall in the district. Most of the precipitation occurs in the form of cyclonic storms caused due to the depressions in Bay of Bengal.

The district enjoys a subtropical climate. The period from April to June is generally hot and dry. The weather is pleasant during the period from November to January. Usually mornings are more humid than afternoons. The relative humidity is on an average between 65 and 85% in the mornings. Humidity in the afternoon is generally between 40 and 70%. The annual mean minimum and maximum temperatures are 23.78 and 33.95° C respectively. The daytime heat is oppressive and the temperature is as high as 40.2° C. The lowest temperature recorded is of the order of 19.3° C.

Table 9: Rainfall by Monsoon

S.No	Details	Normal	Actuals
1	North East Monsoon	419.0	332.3
2	South West Monsoon	196.8	293.1

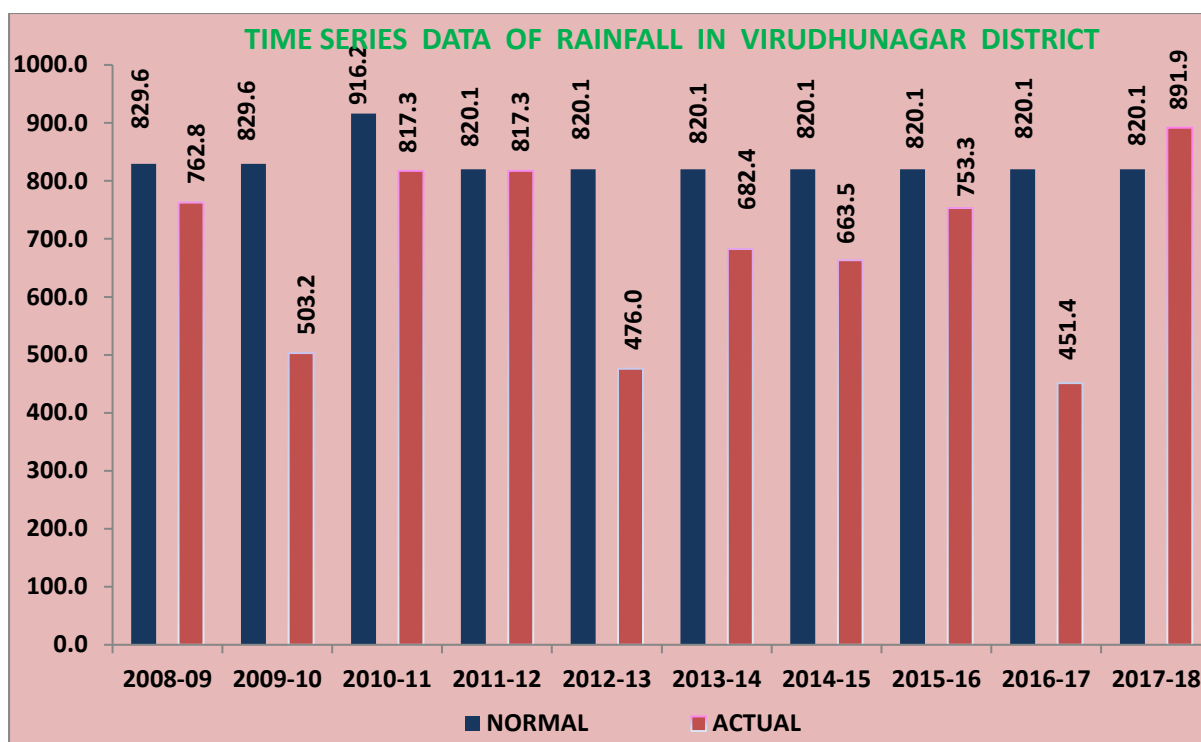


Figure 9: Rainfall time series 2008 to 2018

It is inferred that throughout the decade the actual rainfall is lesser than the normal rainfall except 2017- 18. Due to increase in rainfall there is an opportunity for increase in agricultural and allied activities.

Table 10: Annual rainfall during the last four years

Sl.No.	Year	South West Monsoon		North East Monsoon		Winter Season Monsoon	
		Normal	Actual	Normal	Actual	Normal	Actual
1	2006-2007	181.8	88.0	431.2	623.3	42.0	10.8
2	2007-2008	181.8	124.3	431.2	514.1	42.0	38.3
3	2008-2009	181.8	148.9	431.2	487.3	42.0	2.2
4	2009-2010	181.8	78.3	431.2	331.1	42.0	0.1
5	2010-2011	181.8	207.3	431.2	555.8	42.8	48.4
6	2011-2012	196.8	145.9	419.0	505.0	42.8	23.9
7	2012-2013	196.8	80.1	419.0	264.6	42.8	42.3

8	2013-2014	196.8	189.5	419.0	296.7	42.8	5.0
9	2014-2015	196.8	144.3	419.0	308.1	42.8	9.9
10	2015-2016	196.8	154.4	419.0	513.5	42.8	3.0
11	2016-2017	196.8	146.85	419.0	183.62	42.8	35.92
12	2017-2018	293.1	196.8	332.3	419	28.5	42.8

Source: Statistic Dept

The above table indicated that annual rainfall received during the last four years were Viz., 462.3, 670.9, 366.39 and 658.6 mm respectively. Rainfall is higher in north east monsoon while comparing with South east monsoon. In north east monsoon period farmers cultivate Cholan, Cumbu, Flowers, Vegetables, Cotton and Chillies. In south east monsoon period We have opportunity to provide minor irrigation facilities to farmers through convergence with line departments

Annual rainfall Trend Analysis:

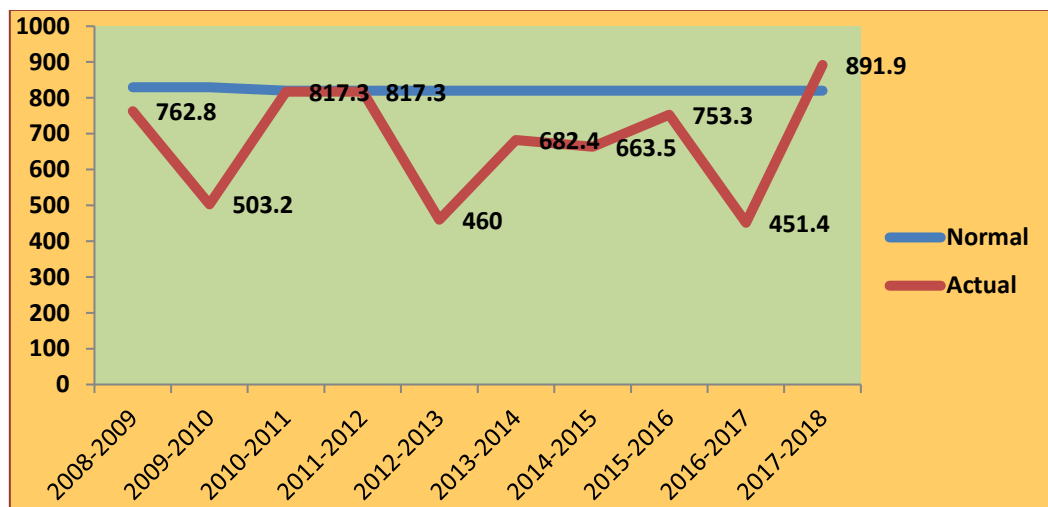


Figure 10: Annual Rainfall Trend 2008-2018

An analysis of the rainfall trend has been less than normal rainfall for past 9 years. Previously the actual rainfall was very low in normal rainfall that is only 55% rainfall in 2016-2017 but in the year 2017-2018 rainfall was 108% that is 8% increased by normal rainfall.

4.3 Land use Pattern

The total geographical area of Virudhunagar district is 424323 hectares. The total gross cropped area of the district was 123785.88 and net area sown was 118650.58 hectares in 2017-18. Further it could be seen that the forest area was 6.23% percent of the total geographical area.

4.4 Soil

The predominant soil type is Clay. Red foam Soil Found in Rajapalayam Watrab, Srivilliputhur Lateratic Soil type is found in Tiruchuli, and Kariyapatti Blocks Black Soil found in Sattur, Srivilliputhur, Aruppukottai, Virudhunagar Sandy Coastal Alluviam found in Narikudi, Kariyapatti Blocks.

Table 11: Types of Soil

S.No.	Types of Soil	Places in the District
1.	Red foam	Rajapalayam, Watrab, Srivilliputhur
2.	Lateratic Soil	Tiruchuli, Kariyapatti
3.	Black Soil	Sattur, Srivilliputhur, Aruppukottai, Virudhunagar
4.	Sandy Coastal, Alluviam	Narikudi, Kariyapatti.

our

ce : Statistical Department

It is inferred that black soil is available in 4 of the blocks of virudhunagar district. This soil is suitable for most of the crops cultivated here. Overall virudhunagar district soil is major deficient in phosphorous & nitrogen and micro nutrients deficient are zinc, iron, boron, & sulphur.

4.5 Minerals:

- Virudhunagar district is comprised of Archaean Charnockite, Unclassified genesis and Pleistocene Laterite.
- Archaean charnockite rock types are available in Rajapalayam, Srivilliputhur, Sivakasi and Sattur Taluks.
- Unclassified genesis formations are available in Sattur, Sivakasi and Aruppukottai Taluks.
- Laterite are available in Tiruchuli, Kariyapatti, Sattur and Srivilliputhur Taluks.

- Western ghat are represented in Rajapalayam and Srivilliputhur Taluks and other parts of the district is plain.
- Major minerals of the district are Limestone and Limekankar
- Minor minerals are Multi-colored Granite, Charnockite, Unclassified gneissic rocks, Pleistocene Laterite, Sand and Brick earth.

4.6 Water Resources

Rivers, Canals and Waterways

The Arjuna Nadi and Sevalaperi River flows across Srivilliputtur and Sattur taluks and join Vaippar in Sattur taluk and then enters the Tirunelveli district, east of Sattur. The Mudangiar is a drainage channel in Srivilliputtur taluk and Uppodai is a drainage channel in Sattur taluk. The Vijaya Nadi and Mannarkottai Nadi are the two affluent of the Arjuna Nadi in Sattur taluk. The Gundar originates in the eastern slopes of the Varushanadu and Andipatty ranges above Watrap flows through Aruppukkottai and empties into the Gulf of Mannar. The Kanal Odai is a drainage channel in Aruppukkottai taluk.

River Basins and their Catchment Areas Catchment Areas

Arjuna, Gundar, Vaigai and Vaippar are the four catchment areas of the river basins in the district. Details of Dams and Reservoirs There are three reservoirs existing in this district – namely Anaikut tam, Vembakottai and Kullur Sandai reservoir, which gets water from Arjuna and Vaippar There are 156 Tanks existing in this district. Out of 156 Tanks, 76 Tanks are rainfed tanks. Total area of tanks spread in the district is 10068.85 Ha. Area of rain fed tanks and panchayat tanks are 5981.20 Ha. and 4087.65 Ha. respectively in the district.

5.0 Status of Ground Water

The estimation of groundwater resources of the district shows that one block is over exploited and one block is under “critical” category.

The shallow alluvial aquifers along Vaippar and Gundar rivers serve as an important source of drinking water and irrigation development of Virudhunagar district. Dug wells are the most common ground water

abstraction structures used for irrigation in the district. The yield of dug wells range from <50 to 200 m³/day in weathered crystalline rocks, 20 to 100 m³/day in Tertiary formations and upto 400 m³/day in Recent alluvial formations along major drainage courses. The dug wells in hard rock terrain tapping the entire weathered residuum are capable of yielding 6 – 7 lps, requiring the installation of 5 HP centrifugal pumps for extraction of ground water.

The Ground Water Levels from the 60 number of observation wells of TWAD have been analysed for Post-Monsoon and Pre-Monsoon. Since 1991 average Ground Water Level in m Below Ground Water Level for pre and post monsoon is as follows:

Sustainability:

With a view to enhance the Sustainability of the drinking water sources, recharge structures are being implemented by TWAD Board under various State and Central Government assistances.

Recharge structures of drinking water

- Check Dam
- Percolation pond
- Recharge Pit
- Recharge Trench others
- Ooranies
- Defunct Bore well Recharge
- Recharge Shaft
- Roof top RWH

Groundwater Potential as on March 2011 (as per CGWB):

Table 12: Groundwater potential

Net Groundwater Availability (in MCM)	495.19
Existing Gross Groundwater draft for all users (in MCM)	341.86
Stage of Ground water development (in %)	69%

Categorization of District**Safe**

Virudhunagar District is categorised as safe in the availability of ground water. Hence it is inferred that lands in Virudhunagar district is suitable for all agricultural activities due to safest ground water level.

Categorization of Firkas:

The status of categorization of Firkas as of March 2011 for the District is shown below:

Table 13: categorization of Firkas based on Extraction

Categorization based on Extraction (as on 2011)	No.of Firkas	Firkas
Over Exploited (> 100%)	5	Cholapuram (V), keelarajakularaman, , Rajapalayam, Vatchakarapatti, Nathampatti
Critical (90% - 100%)	7	Elayirampennai, Ehitrkottai, Mallankinar, Mangalam, Pillaiyarkulam, Salwarpatti, Sivakasi
Semi Critical (70% - 90%)	9	Amathur, Iyankollankondan, Kottaiyur, Malli Mandapasalai, Nalli, Ondipulinaickanur, Srivilliputhur, Watrap

There are Five firkas are under Over Exploited Category, 7 Under Critical and 9 under semi critical category.

All the Blocks are irrigated through tanks and other domestic water supplies. Even though Srivilliputhur has highest number of wells in use, the number of bore wells also high. Hence it is inferred that the ground water level is low in Srivilliputhur. Rajapalayam and Kariapatti has less number of bore wells which shows the groundwater level is good at there.

6.0 Distirct Infrastructure

6.1 Power supply

In the district all the villages are electrified and all hamlets in all 11 blocks are having adequate amount of electricity connections. Village streets were electrified with tube lights and the town roads are electrified with sodium lamps. Even the village streets and the roads which connect the villages and towns are having street light facilities. Main towns are facilitated with high powered lights. In some areas, the green electricity called solar lamps is also installed by the local body authorities. In generally, power supply position in Virudhunagar District is normal. But in some areas, low voltage problem is felt,

6.2 Road and Rail Network

Transport and communication facilities are the most important infrastructure for the development of industries and other sectors. The district is well equipped with roadways and railways. The total length of rail line covering the district is 167.87 km. The district has the national highways of 147.60 km. and State Highways of 307.44 km. The rural areas of the district are also well connected. The district has a road length of 2943 k.m. of metalled roads. Besides Government owned transport services, many private transport are also available in the districts.

7.0 Farm sector

The details of the land holding distributions according to land size are depicted in below.

There are about 1.86 lakh farmers holding a total area of 1.81 lakh hectares. It could be seen from the table that nearly 47.20 percent of the farmers of the district hold only 11.29 per cent of the land and 75 percent of the

farmers of the farmers hold 2 to 4 hectares of land indicating the predominance of small and medium holdings in the district.

7.1. LAND HOLDING PATTERN

Table 14: Land holding Pattern

Size class of Holdings (Hectare)	Number					Area				
	S.C.	ST	Others	Institution	Total	S.C.	ST	Others	Institution	Total
Below 0.5	14710	--	73363	218	88291	3448.095	--	18246.885	56.755	21751.735
0.5 – 1.0	5826	--	35582	144	41552	4162.490	--	25380.305	102.135	29644.930
1.0- 2.0	3729	--	26303	130	30162	5142.140	--	36555.195	182.675	41880.010
2.0 – 3.0	1047	--	8453	73	9573	2526.085	--	20317.670	177.930	23021.685
3.0 – 4.0	359	--	3543	51	3953	1222.365	--	12124.500	177.760	13524.625
4.0 – 5.0	161	--	1878	39	2078	716.700	--	8348.415	174.210	9239.325
5.0 – 7.5	134	--	1700	56	1890	787.030	--	10190.920	354.095	11332.045
7.5 – 10.0	35	--	603	29	667	292.710	--	5132.675	246.485	5671.870
10.0 – 20.0	23	--	441	63	527	287.165	--	5742.425	873.975	6903.565
20.0 – above	2	--	56	59	117	56.400	--	1654.040	3493.055	5203.495
TOTAL (All sizes)	26026	--	151922	862	178810	18641.180	--	143693.03	5839.075	168173.285

Source : Statistical Department

7.2 IRRIGATION

Irrigation by Different Sources

The main sources of irrigation in Virudhunagar district are Tanks and Wells. Canal system is not used for irrigation in the district. The total area irrigated by tanks, wells and other sources is 73,284 hectares. The gross area irrigated by tanks and wells are 28,292 hectares, 31,841 hectares respectively. On an average about 50.81 percent of the total cropped area is irrigated.

Details of Dams, Tanks, Well and Bore

The details of Virudhunagar district major water source are as follows,

Table 15: Dams

Sl.No.	Name of the Taluk	Name of the Dams	Height (meter)
1.	Srivilliputhur	Periyar	14.50
		Kovilar	13.00
2.	Sivakasi	Annaikuttam	7.50
3.	Sattur	Kolvarpatti	5.50
4.	Aruppukottai	Kulloorsandai	2.45
5.	Vembakottai	Vembakottai	7.00

YEAR: 2017-18 (Fasli 1427)

The following other source for irrigation in absence of dependable irrigation sources such as perennial rivers in Virudhunagar district are as follows,

- 33% of the cultivated area is classified as irrigated area.
- Assured irrigation is available only for 57% through the wells.
- Remaining area being irrigated by rain fed tanks.
- Two reservoirs, namely periyar and kovilar and small reservoirs like Anaikuttam, Kullursandai, Vembakkottai and Golwarpatti.

The details of various water source and irrigation are as ,

- i. Net Area Irrigation by (Hec.)
 - a. Government Canals : --
 - b. Private Canals : --

c. Tanks	:	997
d. Tube wells	:	97
e. Other wells	:	24326
f. Other Sources	:	--
Total Net Area Irrigated	:	43809.795
ii. Gross Area Irrigated	:	45346.325
iii. Name of the Rivers	:	Vaippar,

Gundar,Arjuna Nathi

7.3 Cropping pattern and major crops

The details of the cropping patterns and source of water in virudhunagar are as follows,

Table 16: Cropping pattern and major crops

S.No	Details of Soil type	Details of water source	Details of Cropping	Season of cultivation
1	Heavy clay soils	Tank-fed Areas:	<ul style="list-style-type: none"> •Rice • cotton •Rice • chillies 	(Sep.-Jan.) (Feb.-Aug.) (June-Sep.) (Oct.-Feb.)
2	Red, black and Laterite soils	Well-irrigated Areas	<ul style="list-style-type: none"> • Chillies / groundnut • cotton • Pearl millet • Chillies 	(July-January) (February-June) (June-August) (October-April)
3	Rainfed Areas:	Red, black and laterite soils	<ul style="list-style-type: none"> • Cotton + blackgram / chillies • Sorghum/groundnut /sesame/sunflower 	(September-February)

Source : Agricultural Department

7.3.1 AREA AND PRODUCTION OF CROPS

The area under cultivation accounts for 37 percent of the total geographic area. Agriculture provides sustenance to 52 percent of the working population. Productivity of agriculture is influenced by numerous factors such as soil, climate, irrigation, marketing and credit facilities and agricultural practices and techniques. The soils of the District are of poor productivity and are mainly black loamy soil (locally known as (Karisal). Cotton, pulses, oilseeds and millets, which do not require much irrigation, are the main crops grown. Paddy and Maize are cultivated at large area followed by cotton and sugarcane.

Table 17: TREND IN AREA OF CULTIVATION

The year wise trend of crop cultivation of Virudhunagar district are shown as below,

S.No.	Crop	2013-2014		2014-2015		2015-2016	
		Area (Hec.)	Production (in 1000 Ton.)	Area (Hec.)	Production (in 1000 Ton.)	Area (Hec.)	Production (in 1000 Ton.)
1	Paddy	16470.39	29.004	10609.445	81.14	28607.14	100.61
2	Sugarcane	2917.615	262.585	2349.36	230.237	2260.325	178.56
3	Maize	25556.29	56.914	18139.24	148.724	21800.30	143.92
4	Cholam	14797.595	14.117	16445.545	63.315	12937.9	37.559
5	Banana	865.925	31.934	758.61	30.879	867.27	33.233
6	Groundnut	5211.135	5.779	5838.085	9.329	6179.86	13.287
7	Cumbu	3932.765	4.385	3860.175	16.699	2605.915	8.498

8	Cotton	9722.82	2.392	13257.885	5.171	13498.22	6.088
9	Onion	1043.99	8.535	1242.21	4.146	2027.745	5.696
10	Greengram	4701.425	0.757	6133.91	4.594	7844.235	3.687
11	Blackgram	2820.765	0.891	3130.31	2.689	4227.355	2.946
12	Sunflower	809.035	0.181	685.075	0.931	1908.025	1.795
13	Chillies	1415.785	1.184	1277.115	1.087	1667.055	1.628
14	Other Cereals	11522.33	6.464	1674.25	0.902	2475.9	1.344
15	Redgram	741.427	0.584	1258.05	0.882	831.35	0.845
16	Coriander	1172.555	0.222	1982.505	1.094	2781.475	0.759
17	Ragi	90.86	0.238	148.56	0.614	106.63	0.382
18	Other pulses	378.388	0.143	676.745	0.396	620.45	0.363
19	Topioca	4.315	0.148	7.7	0.25	9.465	0.26
20	Gingelly	1459.175	0.3	1504.21	1.952	520.31	0.131
21	Cardamom	324.83	0.028	324.85	0.028	324.83	0.028
22	Varagu	33.585	0.045	8.1	0.017	15.45	0.025
23	Horsegram	44.975	0.018	27.34	0.02	39.38	0.023

24	Bengalgram	17.33	0.008	35.41	0.02	11.21	0.006
25	Samai	0	0	2.5	0.004	1.645	0.002

Source: G Return 2013 -14 to 2015-16

From the above table it is inferred that commodities such as Paddy, Cholan, Banana, Maize, Sugarcane, Groundnut are the top major crops for the district cultivated which commodities can be explored in TN RTP block while promoting enterprises.

Crop Productivity of Major Crops

The average productivity of **Paddy, Cholan at Maize** at district level is higher than the state level average productivity which could be inferred from the above shown table. There is a Substantial potential to increase the productivity of **Sugarcane, Banana and Groundnut**.

7.4 Major Horticulture Crops

Major horticulture crops cultivated in this district are fruits crops like mango, banana, guava and jack, aonla and sapota, vegetables like tomato, brinjal, chillies, and onion and spices like coriander. The major horticultural crops are Lemon (11,741ha), Guava (10,786ha) Sapota (7,830ha) are cultivated in this district.

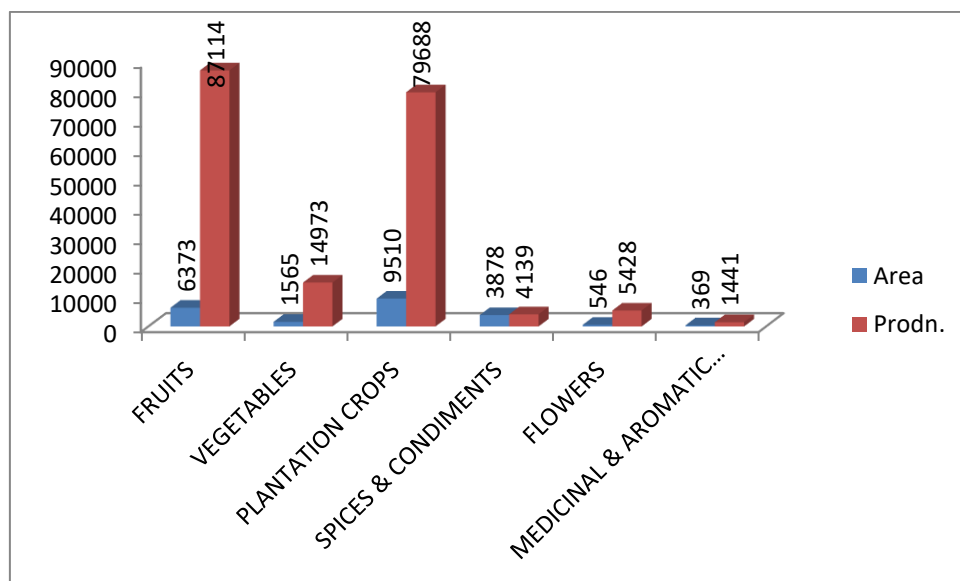


Figure 11: Area and Production of Horticultural crops

Hence it is inferred that fruits and crops are produced at large.

State Horticulture Farms:

There are two State Horticulture Farms in the district one at Poovani and the other at Srivilliputhur.

7.5 Block wise Cropping Area distribution

Paddy, Cholan, Cumbu, Ragi, Sugancane are among the top five crops with respect to the area of cultivation against the blocks, Red gram, Black gram, Green gram, Bengal gram, mazie, cow pea cultivated in the crops.

Table 18: Block wise major and minor crops

Block	Major crops	Minor crops
Rajapalayam	Paddy,Cholan, Cumbu, Sugancane	Coconut tree, Chillies, Cotton, Blackgram, Red gram, Green gram
Srivilliputhur	Paddy, Cholan, cumbu, Mazie	Red gram, Black gram, Green gram, Cow pea
Watrap	Paddy, Cholan, cumbu, Mazie	Red gram, Black gram, Green gram, Bengal gram, cow pea
Satur	Paddy, Cholan, cumbu, Ragi, Maize	Red gram, Black gram, Green gram, cow pea
Sivakasi	Paddy, Cholan, Cumbu, Ragi, Maize	Red gram, Black gram, Green Gram, Cow pea
Vembakotai	Paddy, Cholan, Cumbu, Ragi, Maize	Red gram, Black gram, Green Gram, Cow peas
Virudhunagar	Paddy, Ragi, Maize, Sugancane, Cumbu	Red gram, Black gram, Green Gram, Cow peas

Aruppukkotai	Paddy, Cholan, Cumbu, Ragi, Mazie	Red gram, Black gram, Green gram, cow pea
Kariapatti	Paddy,Cholan,Cumbu, Sugancane,	Gingelly,Groundnut,Other oil seed,Sunflower,cotton, Banana
M.Reddiapatti	Paddy, Cholan, cumbu, Ragi, Maize	Red gram, Black gram, Green gram, cow pea
Narikudi	Paddy, Cholan, cumbu, Ragi, Maize	Red gram, Black gram, Green gram, cow pea

Source : Agricultrual Department

7.6 Crop Wise discussion

Sugarcane

Sugarcane is a major irrigated crop of the State next to rice which plays a vital role in the State's economy. It is a high water and labour intensive crop occupying 5.5 percent of the gross area sown. The normal area, production and productivity of the crop is 3.38 L. ha. 375.23 L.MT and 108 MT (cane) per ha respectively. In the year 2011-12, the area, production and productivity were 3.82 L. ha. 393.67 L. MT and 108 MT (cane) per ha. respectively.

Cotton

Cotton occupies nearly 2 percent of the gross area sown. The normal area under cotton is 1.09 L.ha. with a production of 2.24 lakh bales (170 kg lint each). With an objective to increase the production and productivity of cotton, schemes viz., procurement and distribution of cotton seeds, Technology Mini Mission-II for cotton, NADP and increasing production of cotton using growth promoter -Naphthalene Acetic Acid (NAA), TNAU cotton plus and micronutrient mixture were implemented in the State. The major technological interventions like adoption of precision farming, micro irrigation systems such as drip and sprinklers at subsidized cost motivated cotton growers to take up cultivation extensively. The area and production increased from 1.00 L.ha to 1.45 L.ha. and from 2.21 L.bales to 3.78 L.bales respectively during the Eleventh Five Year Plan period.

Millets

Promoting High yielding varieties and hybrids in cholam, cumbu and maize crops to get better yield. Promoting summer ploughing to increase the sub soil moisture and control the pest and disease. Integrated pest Management followed for controlling sorghum shoot fly, cob-borer in Maie and diseases like Bowney mildew, Powder mildew, Leaf spot, Sheat blight and smut diseases.

Other crops

Cotton(5.171), Gingelly (1.952) contribute to the area of cultivation in virudhunagar district.

8. Marketing and Storage Infrastructure Regulated Markets 2017-18

Marketing and Storage Infrastructure

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

Table 19: Marketing and Storage Infrasture

S.no	Type	Total nos
1	Regulated market	23
2	Wholesale Market	160
3	Co-op marketing societies	113
4	Local shanties	23
5	Uzhavarsandis	2
6	Cold storage godowns	4

Source: Statistics Department

Cold Storages:

- Agriculture Cold Storage at Virudhunagar, Aruppukottai & Rajapalayam

Agricultural Marketing and Regulated Markets:

Regulated market is Wholesale market where buying and selling is regulated and controlled by the state government through the market committee. The primary object of regulating the market is to safeguard the interest of the producer sellers raise the standards of the local markets where the first exchange of the goods takes place. It has 23 regulated markets through which the farmers sell their agri products directly to the government. The number of regulated markets and quantity and value of commodities transacted in those markets are given in table.

Table 20: Quantity arrival of commodities

No. of Regulated Markets	No. of Sub regulated markets	Quantity arrivals (in MT)	
		Area Hectares	
23	2	Paddy	28607.145
		Millets & Cereals	39943.745
		Pulses	13573.980
		Sugarcane	2260.325
		Groundnut	6179.860
		Gingelly	520.310
		Cotton	13498.220

Source: Agricultural Department

The main commodities transacted are Paddy ,compo, cholam, Black gram, Cotton, Sunflower,Ragi,Coriendar, Maize ,Gigelly. The average annual rice production in the district was 3.74 lakh tones. However, the transaction of paddy through regulated markets in the district was only 1.87 lakh tones. 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.

9.0 Agribusiness opportunities:

The area under cultivation accounts for 37% of the total geographic area. Agriculture provides sustenance to 52% of the working population. Productivity

of agriculture is influenced by numerous factors such as soil, climate, irrigation, marketing and credit facilities and agricultural practices and techniques. Further the presence of various FPOs, existing schemes and program, institutions, etc., can be a valuable leverage to furtherance the prioritization of commodities upon which the project can built upon for promotion of farm based enterprise including producer group and collectives.

10.0 Resource Institutions

Table 21: Resource Institutions

S.No	Details of the Resource Institutions
1	Cotton Research Station, Srivilliputtur
2	Palmyrah Research Centre, Near Srivilliputtur
3	Regional Research Station, Aruppukottai
4	Horticulture : Orchard-cum-Nursery, Srivilliputtur
5	State Seed Farm at Devadanam
6	Poultry Research and Development Centre, Rajapalayam
7	Centre for excellence in Millets, Virudhunagar
8	KVK at Kovilankulam
9	Veterinary university training and research centre, Rajapalayam

Source : Statistical Department

11. National and State Schemes

The GoI schemes in the district are NMSA (National Mission on Sustainable Agriculture) and IFS (Integrated Farming system). Tamil Nadu state schemes are Seed procurement under TANSEDA and also covered under TNIAMP. FPOs are covered under the Collective farming scheme and SFAC scheme. Horticulture area development programme and also covered under PMKSY for micro irrigation.

12. Allied farm Sectors

The livestock and poultry sector, dairy sector, animal husbandry 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

12.1 Animal husbandry and Dairy development

A large number of farmers in this district depend on animal husbandry for their livelihood. In addition to supplying milk, meat, eggs, wool and hides, animals, mainly bullocks, are the major source of power for both farmers and drayer. 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

1. ANIMAL HUSBANDRY

Table 22: Animal Husbandry Units

Veterinary Institution	
a.Veterinary Hospitals	2
b. Veterinary Dispensaries	71
c.Sub Centres	30
d.Mobile Units	2
Poultry Development	
a. Chicks Produced in hatcheries (Lakh Nos.)	2
b. Birds Sold for breeding (Lakh Nos.)	Hence No Reliable Source
c. Birds Sold for Food (Lakh Nos.)	1.54

Source: Animal Husbandry Department

2. DAIRY DEVELOPMENT

Table 23: Dairy development Units

a. Dairies	1
b. Milk Chilling Plants	2
1. Virudhunagar District Co-operative Milk chilling centre	Virudhunagar
2. Milk Chilling Centre	Srivilliputhur

Source : Animal Husbandry

Table 24: Dairy development (2017-2018)

Name of the District	No. of Milk Societies	Quantity of milk produced (In litres)	Value of Milk produced (in Rs. Crores)
Virudhunagar	Working-111	Flush : 661.08 ltr per day	1.75
		Lean : 403.713 ltr per day	1.06
	Dormant-48	-	-
	Total - 159	Total - 1064.79	Total -2.81

Source: Dy. Registrar (Milk), Virudhunagar

Livestock and Poultry Population

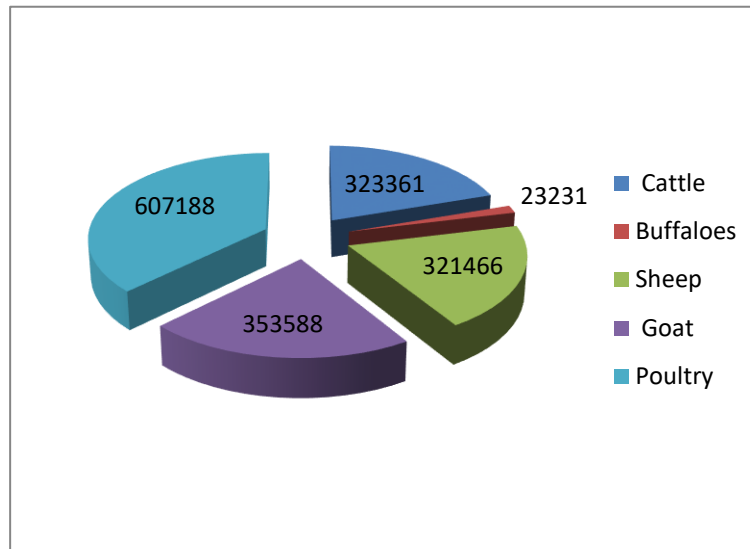


Figure12: Livestock Census

It is inferred that Poultry population is high in numbers followed by Goats, Cattles and Sheeps. Buffalo population is very less.

12.2 POULTRY DEVELOPMENT

Table 25: Poultry Development

Sl.No.	Name of the Block	Broiler(No s)	Layer(Nos)
1.	Virudhunagar	105000	--
2.	Aruppukottai	5000	--
3.	Kariapatti	35000	--
4.	Thiruchuli	--	--
5.	Narikudi	--	--
6.	Sattur	5000	-
7.	Vembakottai	-	-
8.	Sivakasi	-	-
9.	Srivilliputhur	5000	-
10.	Watrap	--	-
11.	Rajapalayam	--	-

	District Total	155000	-
--	-----------------------	---------------	----------

Source: Asst. Director of Animal Husbandry, Virudhunagar and
Srivilliputtur

12.3 FISHERIES

Table 26: Fisheries development and Production (2017-2018)

Name and address of Fishing centres	Inland Fish Catch (Tonne)	Value in Rs.	Number of Fisherman engaged
Government			
1, Periyar Dam	1.189	0.83	16
2.Kovilar Dam	-	-	
3.Vembakottai	1.600	1.12	30
4.Kulloor Sandai	1.773	1.24	54
Sub Total	4.562	3.19	100
Private (Communityponds/ irrigation tanks)	655.150	458.60	1150
Grand	659.712	461.79	1250

Source: Asst. Director of Fisheries, Virudhunagar.

12.4 SERICULTURE (2017-2018)

Table 27: Block wise Sericulture Status

Name of the Sub - Range	Area under Mulberry (in Acres)	Production of Cocoons (in Kgs)	Value in Rupees
Srivilliputhur	136.75	31453	13996585
Rajapalayam	66.00	12540	5668080
Watrap	73.50	14112	6209280

Sivakasi	50.25	10553	4643320
Sathur	30.00	5820	2589900
Virudhunagar	19.00	3667	1650150
Kariapatti	78.50	15072	6631680
Vembakottai	39.50	7900	3436500
Aruppukottai	2.50	480	192000
Total	496.00	101597	45017495

Source: Asst. Director of Sericulture, Tenkasi, Tirunelveli District.

13.0 Non farm sector

13.1 Industrial Scenario

Major concentration of industrial clusters found clustered in and around Virudhunagar, sathur, Rajapalayam, Srivilliputtur, rajapalayam and aruppukottai. Virudhungar district is known for concentration of multiple enterprises in different part of the district. Each block is unique in nature. Concentration industries like Match, Fireworks, Printing, Oil Extraction, readymade garments, Brick Making, Surgical cotton, textile products, cement, lime based products, rice mill, paper products, food industries, tin containers, gold jewellery making in different parts of the district the district offer multiple intervention for further development. It attracts the attention of the policy makers and reaches to anchor the industrial development in a balanced matter across the district.

Rajapalayam is the chief centre for spinning mills and ginning factories. Cotton is a major commercial crop of the District and the cotton industry therefore occupies an important place in the economy. Surgical cotton

and bandage cloth are manufactured here. Textile mills in the produce a variety of cotton yarn and valued added textile products.

The District has huge deposits of limestone and gypsum,. It paves the way to establish lime based and cement industry Tamil Nadu Cements – a Public Sector undertaking at Alangulam and Madras Cements – a Private Sector undertaking at Thulukkapatti are two large cement producing units situated in this district.

Sivakasi and Sattur are known for the match industry. There are over 4500 match unit concentrated in this district giving employment to more than lakh plus people.

There are nearly 450 fire works factories giving direct employment, to about 40,000 workers and about 1 lakhs indirect such as paper tube making, Wire cutting, Box making sale distribution in the country side. The market for fire works is likely to grow at the rate of 10% per annum. The annual output is over 50,000 tones, and turn over (at factory cost) around Rs.350 crores according to industrial sources.

Explosives for blasting are also manufactured here. Over 70% of the total production of matches and fireworks in India is manufacture in Virudhunagar District. A large percentage of crackers are exported.

Sivakasi, renowned the world over for its printing, Litho Presses, offset printing machines of which is the second largest number in the world, next to Guthenburg, a city in Germany. Around 450 printing presses including offset & flexo types are located in and around Sivakasi.

The printing industry was originally established to supply labels for the match and firework industries. Soon the industry developed and diversified into other areas of printing like books, posters, greeting cards and diaries. Sivakasi now offers state of theart, world class printing facilities.

Sattur town was once very famous for fountain pen Nib manufacturing industries. More than 2000 families were involved in this industry. But during the recent times, usage of fountain pen has come down to larger extent and hence the industry is in declining trend. This industry, which was once the bread winning industry of the town have almost, vanished now.

Sundaram Fasteners and Brakes India Ltd., private sector enterprises of the TVS group are located at Aviyur and Kanjanaiyakampatti in **Kariapatti** taluk. The former manufactures high density bolts and nuts while the latter manufactures automobile brakes.

There are 19335 registered small scale industrial units as on 31 December 1999 engaged in the manufacture of a very wide range of products.

Cottage and village industries are dispersed throughout the rural areas. Some common cottage industries are: making of boxes and other articles from Palmyra leaves, metal artifacts fashioned from copper and brass and aluminium vessel manufacture for domestic use. Gold jewellery making enterprises are concentrated in Virudhungan, Rajapalayam, Srivilliputtur and Aruppukottai.

The Traditional lock making enterprises are situated in Rajapalayam town.

13.2 Small & Medium industries status:

Table 28: Status of Small and Medium Industries

Year	No. of Units registered (EM-II) – VIRUDHUNAGAR			
	MICRO	SMALL	MEDIUM	TOTAL
2007-08	1399	166	4	1569
2008-09	1472	163	8	1643
2009-10	1532	214	15	1761
2010-11	1871	214	6	2091
2011-12	2024	235	22	2281
2012-13	2420	270	26	2716
2013-14	2404	388	10	2802
2014-15	2420	270	26	2716
2015-16	2202	304	7	2513

Source: MSME Department

BLOCK WISE PRODUCTION INDUSTRIES



Figure 13: Block wise Production industries

13.3 MICRO SMALL AND MEDIUM ENTERPRISES (MSME) SECTOR

Table 29: Existing MSME and Artisan Units

S.NO	Name of Cluster	Area of Concentration	Nature of operation
1	Safety Matches	Sathur, Virudhunagar, Srivilliputtur, Metupatti and Sivakasi	Safety Matches
2	Printing	Sivakasi	Stationery: Dairy, Text Books, Calendars, Catal Ogues, Catchcovers, Packaging Books and Periodicals Packaging, Flexible and cartoonpackaging. Labels:Wed Glue and Self adhesive Lables

3	Lime Based Industries	Rajapalayam	Lime Powder
4	Surgical Cotton Guaze and Bandage Cloth	Chathrappatti	Surgical Cotton Guaze and Bandage Cloth
5	Readymade Garments	Thalaivaipuram Virudhunagar	Peticoat, Braziers etc.
6	Fireworks	Sivakasi & radius of 30Kms	Fireworks, Crackers Matches, Public Displaying items etc.,
7	Cotton textile products Handloom	Aruppukottai	Sari,towel, lungi
8	Food Processing	Virudhunagar	Dall, Edible Oil.
9	Packing	Virudhunagar	All types of packing items

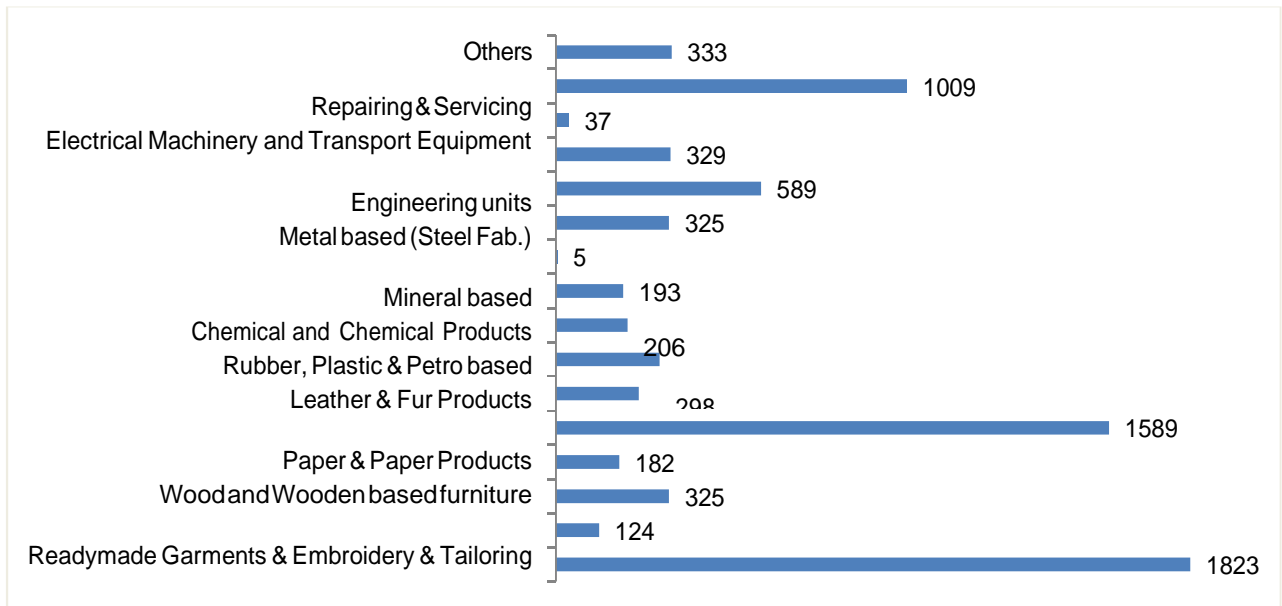
Source: MSME Department

Safety Match Clusters at Sattur, Virudunagar and Srivilliputtur have got approval for Establishment of Common Facility Centre (CFC) for " DIPPING PLANT" facility" under MSE-CDP scheme of Govt. of India/Govt. of Tamil Nadu. The CFCs have been successfully established at all the three places and are running successfully.

Ready Made Garment Cluster at **Dhalavaipuram, Virudunagar District** has got approval for Establishment of Common Facility Centre (CFC) for " COMPUTURISED EMBROIDARY AND STICHING MACHINE" with training facility under MSE-CDP scheme of Govt. of India/Govt. of Tamil Nadu. The CFC is under initial stage of purchase and installation of machineries. There is no identified cluster in Service sector at Virudunagar

There are about 16 types and 7605 units of Micro small and medium enterprises in the district which provides employment to about 22501 employees with an investment of 11699 lakhs Agro based, Metal based, Readymade garments, Mineral based and engineering units form the most prominent ones.

MSME sector in Virudhunagar district



Source: Ministry of MSME, Virudhunagar District, GoI

Figure 14: MSME sector

Industry profile of micro and small enterprises is shown in the figure above. Maximum units have been established in Agro & Food Processing category followed by Readymade Garments & Embroidery units. Agro & Food Processing units have also taken the maximum share of investment and employment. Food processing and Silk Saree based units are turning out to be major growing sectors for the district.

13.4 MSME Clusters

Existing clusters of Micro and small enterprise

Under cluster model, firms are co-located in a special geographical area and produces and sell a range of related or complementary products and thus face common challenges and opportunities. Few groups from the specific domain intend to join with like minded firms to launch joint development projects with mutual co-operation for very co-existence.

They are all complementing each other and would like to specialize their activities and operations with the support of cluster partners in order to overcome common problems, achieve collective efficiency and penetrate markets beyond their individual reach. Virudhunagar district witnesses the presences of more than 23 Rural Industrial Cultures, Artisan clusters to Modern

industrial clusters. Most of the RF and Artisan clusters are in extinct stage whereas, the modern emerged MSE clusters are vibrant. They are all induced cluster appeared in and around Virudhunagar in the past 2 to 3 decades. The status of the MSE clusters are exhibited below.

Table 30: Major Clusters

Sl. No.	Name of the Cluster	Place of concentration	Product manufacturing	No. of Units	Production (Rs.Crore) Medium & Large		Employment (Numbers)	Export (Rs.Crore)	Contribution
1	Rubber Products	Virudhunagar	V Belts, Rubber, components	120	4	650	3000	50	0.15
2	Stoves	Virudhunagar	Air Stoves, Wick stoves	75	2	0.5	2	10	10%
3	Rice Mills	Virudhunagar	Rice	200	5	1000	10	Nil	15%
4	Dal Milling	Virudhunagar	Pulses	150	Nil	300	10	Nil	20%
5	Flour Mills	Virudhunagar	Rice, Flour, Wheat Flour	150	2	250	5	Nil	25%
6	Papped	Virudhunagar	Papped	200	Nil	50	1	5	30%
7	Readymade Garments	Virudhunagar	Garments	100	Nil	750	2.5	50	7%
8	Plastic	Virudhunagar	Injection Moulding Films multilayer packing	480	Nil	150	2.5	15	3%
9	Bolts & Nuts	Virudhunagar	Bolts & Nuts	40	Nil	20	500	Nil	10%
10	Food grain	Virudhunagar	Food Grains	200	Nil	1	2	15	20%
13	Gate and	Virudhunagar		125					

	Grills								
14	Electronic industry	Virudhunagar		225					
15	Printing	Virudhunagar		325					
16	Gold Jewellery	Virudhunagar		750					

Source: MSME Department

13.5 POTENTIALS AREAS FOR NEW MSMES:

Adhesive tapes Agriculture equipment servicing and repairing equipment maintenance Aquaculture feed Hospital waste recycling units Bar Code Printing Cookies and noodles making Battery recharging and reconditioning Corrugated Sheets & Boxes Bio fertilizer Medicated tissue paper and sanitary napkins Boutique Medicinal plant extraction Coir fibre, Coconut pith and coir briquettes Microscope-student and medical use. Coir mat and mattress Mini tool rooms for die making Digital printing and Composing Improved agriculture implements Documentation and mini recording centre Industrial valves Fabrication, Jasmine Oil extraction Fast Food Stall Khraft paper Fibre brushes, Latex Foam Sponge and Rubber Cushion Seats Fire briquettes Activated carbon Computer centre Absorbent Surgical cloth high grade

Heavy engineering Knitted garments Industry Hospital apron and cloths Belts & Conveyer 35 Hospital equipments and accessories Bitumen Paper Non oven fabrics Blue Match Paper Nut and bolts high density Chilly Oleoresin Poultry equipments. Corrugated Sheets & Boxes Readymade garment – male, female kids wear, school uniform Dairy development Rural BPO Dyes & Dye intermediaries Safety match industry Ethane based chemical products Small Springs Ethane based chemical products solar lamps and other solar products, High grade woven for drugs and cosmetic Industries Solar power plant Plastic reprocessed granules LED based products Vermi composing Waste paper recycling – mini project Water purifier plant White & colour chem. Welding electrodes Red Phosphorous Safety Matches - mechanized Spare parts for textile mills Spindle

13.6 Small scale Industries

Table 31: Small Scale Industries (2017-18)

NIC CODE	Industry Group	Total No. of factories during the year	Total No. of units upto the year	No. of workers employed
20	Food	598	--	2113
22	Beverages and Tobacco	37	--	117
23	Textiles	867	--	3253
24.	Synthetic fibre Wool, Silk	62	--	301
26	Housery Garments	13	--	36
27	Wooden Products	80	--	337
28	Paper products & Printing	763	--	4393
29	Leather Products	12	--	34
30	Rubber Products	149	--	1002
31	Chemical Products	316	--	6633
32	Mineral Products	64	--	416
33	Basic Metal Products	60	--	274
34	Metal Products	61	--	247
35	Machinery Products	0	--	
36	Electrical Machinery Parts	52	--	209
37	Transport and	5	--	10

	Equipments			
38	Miscellaneous Industries	244	--	1147
	Total	3383	--	20522

Source: District Industries Centre, Virudhunagar

13.7 LARGE SCALE INDUSTRIES

➤ **RAMCO Groups**

According to 2018-19, turnover of the industries is 3887.78 lakh. Subordinate concern is ramco industries & Technology service ltd.

➤ **Jeyavilas Groups**

Total Investment is 4.95 crore. Working members are 30000 member. Total textile mills are 30 units. Essentials are cotton, farms, rama linga flower mills, motors and financial ltd.

➤ **Naatchiyar Groups**

Total employees are 2000 members. They mostly focusing on yarn for fabric. 5 million yarn & 100 million sqmt fabric are produced per annum. They export their materials to 23 countries.

➤ **Idhayam Gingely oil, Virudhunagar**

2300 members are working in this industries. Annual turn over is 11,900 million us \$(2017). Raw materials are groundnut, sun flower and sesame (seed). Other Products are oil pulling, Papad, Sesame seeds.

➤ **VVS Gingely oil, Virudhunagar**

They mainly focus on Edible oil and holy oil. Sub products are checkku oil, sesame oil, jothi holi oil, provita oil, idly powder, kashuri manjal.

➤ **Lovely cards, Sivakasi**

Ten branches in Tamilnadu employes 600 employees. This industry function in both regular and seasonal. Regular in school books , dress covering boxes , income sticts , Etc. In Seasonal time they are doing daily

calendar, diaries and invitation . They taking order from corporate and govt sector. Getting orders from Pune,Delhi, Mumbai, Andhara. They Export their products to abroad like Netherlands and Canada.

➤ **Standard Groups**

They produces matches and fireworks in and around Sivakasi.

Important Industries in the District

- Arjuna Textiles Groups
- Subburaj Cotton Groups
- Arasan Groups.
- TTK LIG Ltd
- Anandham Gingely oil , Virudhunagar
- LRC (London Rubber Company), Virudhunagar
- Virudhunagar Textile Mills, Soolakarai.
- Abi's coffee, Virudhunagar
- Hanuman Coffee, Virudhunagar
- Maami's Masala, Virudhunagar
- Match factories at Sivakasi, Sattur ,Virudhunagar.
- Fire works ,Off-set Printing Presses at Sivakasi.
- Nib Industry at Sattur
- Ginning, Spinning & Weaving Mills, Rajapalayam.
- Madras Cements (Ramco Group) Thulukkapatti.
- Tamilnadu Cements, Alangulam.
- Tamilnadu Asbestos, Alangulam.
- Bolts and Nuts (T.V. Sundaram Fastners) Aaviyur

KHADI AND VILLAGE INDUSTRIES DURING 2017-18

Table 32: Khadi and Village Industries

Sl. No.	Name of the Handicrafts	Value of the articles	
		Produced	Sold
1.	Aruppukottai		

	1. Steel, Wooden articles	62.70	66.75
	2. Hony processing & Packaging	6.5	10.26
	3. Leather goods	0.44	3.13
	4. Agarbathi	1.79	1.44
	5. Neemsoap	-	2.85
	6. PCPI	-	18.80
	7. Village Industry	9.16	47.91
	8. FiberMat	--	2.85
2.	Sivakasi		
	Steel furniture, Table, Chairs, Wooden Furniture & handicrafts	112.26	125.20
3.	Srivilliputhur		
	Handi Craft articles & Hand Made Toys	35.04	37.61
4.	Virudhunagar & Sattur		
	Steel furniture, Table, Chairs, Wooden Furniture & handicrafts	192.33	307.57

Source: Asst. District of Khadi and Village Industries, Virudhunagar.

13.8 INDUSTRIAL ESTATES:

Two Industrial Estates are functioning at Virudhunagar and Rajapalayam. A Co-operative Industrial Estate is also functioning at Sivakasi. Details of the number of plots and sheds are given below. SIDCO has also constructed Tiny Industrial Sheds at Watrap, Kariapatti and Thiruchuli.

Table 33: Industrial Estates

S. No	Name of Estate	Total No. Of Sheds
--------------	-----------------------	---------------------------

1.	Soolakkarai Virudhunagar	54
2.	Watrap	5
3.	Thiruchuli	5
4.	Kariapatti	20
5.	Rajapalayam	21
6.	Cooperative Indl.Estate , Sivakasi	147

Source : Statistical Dept

13. Service sector

The district of Virudhunagar is expected to see moderate growth in service sectors, with the contribution from service sector to district output, expected to rise from 43% in 2008-09 to 50% in 2014-15. Trade, hotels and restaurants, remain the largest contributor to the service sector and is expected to contribute to 16% of district output in 2014-15.

Over 2.4 lakh people are employed in the services sector. The trade and commerce subsector have been historically well developed in the district; this subsector has been involved in marketing and distribution of commodities since the British era and has a particularly well developed network for purchase of goods and other commodities in the district. The trading activities are limited to agricultural products and certain textile products.

Infrastructural facilities in the district are moderately developed. There are 19 hospitals and 55 primary health centres, with 245 health sub centres in most of the towns and villages of the district. Further, there are 58 beds per hospital, 155 doctors and 266 registered nurses, tending to the needs of the district's inhabitants. In terms of transport too, the district is considerably well developed, with over 450 kilometers of highways and 160 kilometers of railway routes. There are 10 railway stations within the district, hinting at moderate levels of connectivity.

The district also houses a few religious sites, natural parks and waterfalls that attract visitors around the year. This has led to the establishment of a small hospitality sector comprising 22 registered hotels and restaurants in the district.

Source: Department of Economics and Statistics, Government of Tamil Nadu

13.10 MAJOR EXPORTABLE ITEM



Paper
Surgical cotton
Chilies
Fireworks
Safety match



14. Tourism

Ramana Maharishi Ashram

Sri Ramana Maharishi was born in 30.12.1879 at Thiruchuli. His mother was Tmt Azhagammal and father was Thiru. Sundaram Iyer. He lived in the house of 'Sundara Mandhiram". He studied in Sethupathi Primary School. An ashram was established in 1988 on the banks of the river Gundar to propagate his teachings

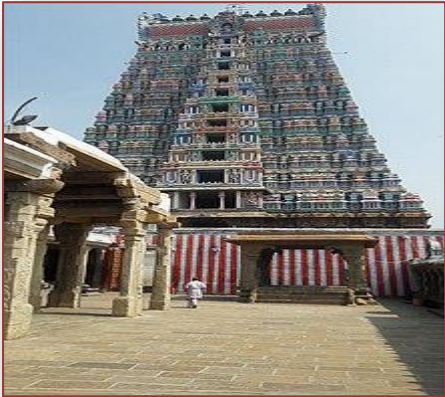
Thiruchuli Buminathaswamy Temple

This temple at Tiruchuli is one among the 14 famous Shaiva centres in Pandya nadu. Its located 40 Kms. East from Virudunagar, 45 Kms South from Madurai. Name of God is



Bhuminathar, Goddess is Thunaimalai Amman. Its deity has been venerated in the hymns sung by Shaivite Nayanar Sundaramoorthy and Sekkilar. The temple has undergone extensive renovations and the present complex accommodates a number of shrines built over time within the high boundary walls constructed during the reign of Muthuramalinga Setupat

Andal-Vadabadrasiyi Koil



Kothai Naachiyaar or Andal was born in Srivilliputtur - Thiruvilliputtur - a beautiful village slowly turning into a town. Srivilliputtur is on the Virudhunagar - Thenkasi train route, about 65 km. south of Madurai, very well-connected by road with Madurai, Tenkasi, Tirunelveli, Sivakasi and Sattur. The Lord of Srivilliputtur is known as Vatapatrasayi or Rangtapatram, on which the Lord rests in the form of a baby during

deluge.

Shenbaga Thoppu Grizzelled Squirrel Sanctuary

Shenbaga Thoppu, a forest area about 8 km west from here is a very good option for trekking. There is no proper bus service to reach here though. However the place can be reached by two-wheeler or even bicycle.

The forests are found on the eastern slopes of the Western Ghats. Only 6.3% of the total geographical area is under forests. Many rare and endemic varieties of



flora and fauna are found along the mountain slopes. A wildlife sanctuary, spread over 480 square kilometres was established in 1989 at Shenbagathoppu in Srivilliputtur taluk.. This sanctuary is contiguous with the Periyar tiger reserve on the south-western side and the

Megamalai reserve forest on the north-western side.

Ayyanar Falls

Ayyanar Falls is located exactly 10KM west of Rajapalayam. Ayyanar Falls is one of the main attraction of Rajapalayam. Ayyanar Falls is situated in the Western Ghats, which is getting the water source mainly during the North East monsoon rain. The water from the falls is mainly used for drinking purpose by the people living in Rajapalayam. It is a famous tourist spot for the people living in East part of Virudhunagar District, especially Rajapalayam, Srivilliputtur and Sivakasi.



A REMOTE STREAM NEAR AYYANAR KOVIL

Chathurairi Hill



Chathuragiri is situated 10 km from Watrap (Wathirairuppu) near Srivilliputhur. The name Sathuragiri came from Chathur (4)Veda (Vedas) Giri (Hill), where all the four Vedas met and formed the hill. Another meaning is that the whole mountain is in square (Chaturam) in shape so they called by name Chathuragiri. chathuragiri is the residence of God. It is otherwise also called as Mahalingam Hill. This is also called as "Siddargal boomi". 18 Siddhas were said to live here. This is a mysterious hill where it is believed that Siddhars still worship the lord Shiva.

Thiruvannamalai Temple-Srivilliputhur (Then Thiruppathi)

This holy place Thiruvannamalai, being called South Thirupathi, is on the top of a small hill, just 3 Km away from Srivilliputhur. Here, Lord Srinivasa Perumal is in standing posture. The appearance of this Deity is the re-embodiment of Lord Venkatesa Perumal of Tirupathi. The adoration of this God can be equated to a pilgrimage to Tirupathi.

Sanjeevi Hills

Sanjeevi Hills is situated in Rajapalayam on the way to Chatrapatti. Tradition recounts that in order to save the unconscious Lakshmana, Hanuman,

the monkey god carried the entire Sanjeevi Hill with the herbal plants to Sri Lanka and threw it away afterwards. It is said that the thrown down hill is the Sanjeevi Hills.

Guhan Parai

Guhanparai is located on the road to Kalugumalai from Vembakkottai. A small hillock which is believed to have been used as a shelter by Jain monks.

Source: Tourism Department

Visitors Statistical Data of Virudhunagar Tourist Place-2018

Table 34: Visitors of 2018

Month	Local Visitors	Outside District Visitors
January	14635	---
February	19620	---
March	30225	---
April	32775	---
May	32935	---
June	34315	---

July	109127	---
August	39026	---
September	44928	---
October	50399	---
November	110356	120
December	168034	102
Total	686375	222

Source: Tourism Department

It is inferred that the number of visitors during the month of July is high because of car festival. The number get increase during November because of Sabari mala season. It also increases in the month of December due to Margali month which is called as the Thirupavai month at the birth place of Lord Andal.

Foreigners arrival is high in tiruchuli Ramana Maharishi birth place in virudhunagar district and Andal temple in srivilliputhur in past decades. The number of foreign visitor arrival got decreased. Tourism department has to take necessary steps to increase the number of foreign visitors by providing advertisements and make necessary arrangements.

15. 0 Qualitative Skill Gaps

The largest skill gap is at the semi skilled level at 31,000 in 2012-17 and 48,000 in 2017-22. The growth of less skill intensive sectors such as construction and textiles, along with the falling population growth is likely to lead to a skill gap at the unskilled level as well. At the skilled level, the gap is estimated to be 36,000 in 2012-17 and 49,000 in 2017-22.

Table 35: District Skill Gap

DISTRICT SKILL GAP (in 000s)	2012-2017				2017-2022			
	UNSKILLED	SEMI SKILLED	SKILLED	TOTAL	UNSKILLED	SEMI SKILLED	SKILLED	TOTAL
Incremental Human Resource Requirement	60	38	50	148	109	56	67	232
Incremental Human Resource Availability	44	7	15	66	46	9	18	73
Skill Gap	16	31	35	82	63	47	49	159

Source: Athena Research

Reasons for Qualitative Skill Gaps

Low willingness to perform routine tasks

There is a shortage of labour supply for a number of industrial units, owing to the increasing preference by the locals to set up their own industrial units rather than work in other industrial units as a shop floor machine operator. This has led to a significant shortage of semi-skilled workers, particularly to work on the shop floor, to do some routine tasks.

Low productivity of migrant labour

Most of the migration is inward and generally consist of unskilled people who come in search of temporary employment in the industrial units. They do not add much to the overall productivity of the economy of the district though, and so the contribution of migration is not very substantial.

Mismatch between the changing industry demands and skills

The economic profile of Virudhunagar has undergone significant change and the district is increasingly becoming a trading hub. Apart from trading, other new industries such as oil mills and plastic container manufacturing have also developed in the headquarters. Rajapalayam is primarily known for its spinning mills, while the industrial activity in Sattur is more diverse, composed of a number of handmade garments units, hosiery and fabrication units and rice mills. Sivakasi too has undergone some changes over the last few years. Earlier, the district used to be known for its fireworks, but printing presses in this *taluk* are now generating more volumes and revenues than the fireworks units. These changes in the district have altered its labour requirements. However there is not enough emphasis to skill people to adapt to the changing economic environment. This has created serious labour shortages for semi-skilled and skilled labour in the district.

Poor linkage between industry and vocational institutes

The industrial units that have been set up all across the district are relatively young are facing serious shortages in labour supply, owing to mismatch between the skills delivered at the vocational institutes and the industry requirement. This mismatch is primarily caused due to the poor linkages between the industry and the vocational institutes and the absence of a feedback mechanism to collect industry inputs on the quality and relevance of training.

16. Financial Institutions

Originally, India has indigenou banking system. The indigenou banking system and money lenders have taken away the fruits earned by the rural artisans and farming communities. To control the activities of the above,

banking practices were introduced in India. Now –a-days, the commercial banks and co-operative banks play an important role in mobilizing savings of both rural and urban mass and also gives loans and advances to the needs of people for various purposes. Majority of the nationalized banks have their rural branches in all the blocks of Virudhunagar district. Apart from the nationalized commercial banks, private commercial banks are also having their branches. Virudhunagar district is one of the industrially developed districts in the State of Tamil Nadu and it attracts more number of banks in the district.

Indian Overseas Bank (IOB) acts as a Lead Bank in the district. Pandiyan Grama Bank acts as a Regional Rural Bank in the district. It will come under the control of IOB. The Pandiyan Grama Bank has opened branches in the rural areas with the aim to tap the rural resources. The commercial banks in the district provide agricultural loans, industrial loans, commercial loans, housing loans *ETC.* to the people in the district.

Apart from commercial banks, co-operative banks also had their own network and perform financial activities in the district. Virudhunagar District Central Co-operative Bank had its own branches in the district. Agricultural co-operative society bank, co-operative banks were present both in the rural and urban areas. Co-operative credit societies concentrate on agricultural credit, supply fertilizer, pesticides and other agricultural implements at a subsidized rate to the rural farmers to perform their farming activities in an efficient manner.

16.1 BANKING

Commercial and co-operative Banks in the District

Virudhunagar district is one of the industrially developing districts in Tamil Nadu. The development of industrial sectors depends upon the availability of infrastructure. Commercial and co-operative banks play a vital role in providing financial facilities to the entrepreneurs in the district.

NO. OF COMMERCIAL BANKS

Table 36: No. of Commercial Banks

No. of Banks	No of Branches	Deposits (lakhs)	Advances (lakhs)	Credit Deposit Ratio
32	270	1101393	1159418	105.27

Source: Lead Bank (IOB), Virudhunagar

ANNUAL CREDIT PLAN 2017-18

Table 37: Annual Credit plan

No. of Banks	No of Branches	Agriculture (Crores)	Industries (Crores)	Services (Crores)	Total (Crores)
32	270	2415	2494	1178	6087

Source: Lead Bank, (I.O.B) Virudhunagar.

16.2 Co-operative Societies 2017-18

Table 38: Co-operative Societies

Sl. No	Type of Societies	No. of societies	Memberships	Share Capital	Working Capital	Loans		
						Advance	Out Standing	Overdue
1.	Central Co.op Bank	1	491	3349.70	108588.70	85942.18	61647.52	1972.99
2.	Indus.Co.op Bank Branches	-	-	-	-	-	-	-
3.	Primary agri.Co.op Credit Society	181	266550	1740.49	69966.83	75119.53	73998.62	4685.46
4.	Central Land Devl.Bank	-	-	-	-	-	-	-
5.	Primary Land Devl.Bank	5	20435	93.15	1308.86	2352.89	1890.92	131.27
6.	Non-Agri.Credit Society	52	16416	2649.75	16823.47	10593.58	16903.79	99.38
7.	PrimaryAgri.Marketing	5	20303	92.34	1029.89	1487.83	1051.16	49.15

	Society							
8.	Farming Society	2	634	0.11	1.09	-	-	-
9.	Housing co.op Society	26	53554	299.76	1998.65	1694.45	999.63	1827.92
10.	Labour Contract construction Society	1	183	0.08	6.40	-	-	-
11.	Employies Co-Operative Stores	6	3746	4.89	214.22	-	-	-
12.	Students Co.op Stores	8	10230	3.69	51.08	-	-	-
13.	Urban Bank	5	30133	515.94	32795.48	9774.59	13760.2 3	1241.12
14.	Dist.Co.op wholesale stores	2	9710	14.93	351.24	16.45	-	-
15.	Co.op. Printing press	1	344	10.69	54.00	-	12.45	-
16.	Co.op.Stores	-	-	-	-	-	-	-
17.	Spl.Type of Co.op Society	1	533	-	-	-	-	-
18.	Urban co-op credit Society	2	16841	6.84	2181.82	2032.20	1339.22	98.93
19.	Primary Co-op Stores	14	12648	6.75	266.77	-	-	-
20.	Co-operative union	1	533	-	-	-	-	-
21.	Employees co op thrift & cerdit society	27	7785	1192.93	7564.65	5002.4	7208.94	79.10
22.	Weavers Co-op Societies	57	15543	391.74	3372.86	218.51	177.31	2.78

Source: Deputy Registrar of Co.op.Societies, Aruppukottai, Srivilliputtur & Dy. Registrar (Housing), Virudhunagar.

7. SWOT Analysis:

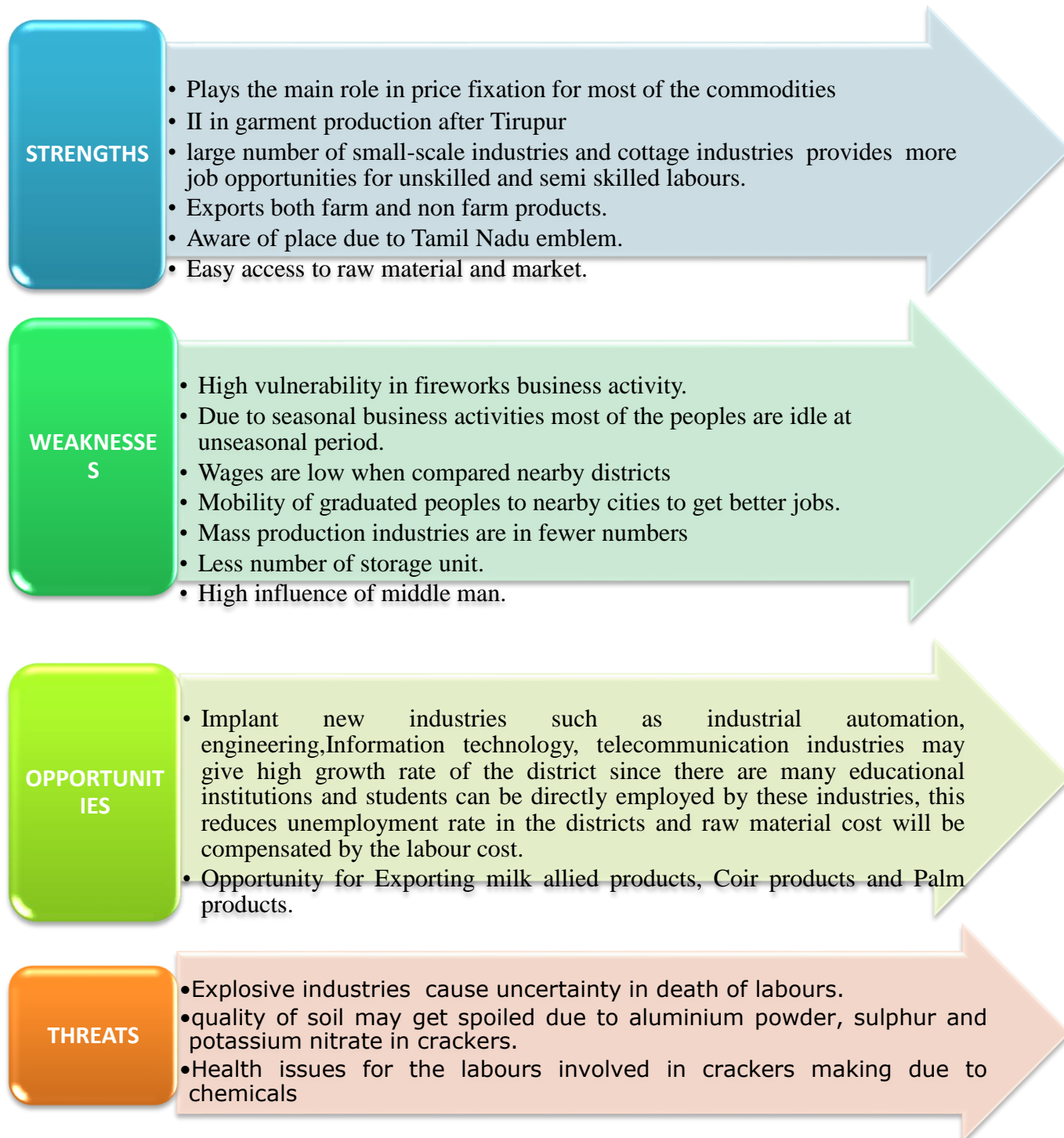


Chart 15: SWOT Analysis

Challenges

- To ensure the livelihoods through social inclusion to the vulnerable & PWD
- To ensure the employment status of the women unskilled labourers in fireworks
- To provide more opportunities for the below Secondary Level women literates.
- To provide locally job opportunities for the women headed families.
- To educate for the usage of agri inputs to the small & marginal women farmers.
- To give awareness on tackling of drought situation and give training for their livelihoods.
- To give awareness for the optimum usage of existing resources

18. Commodity Prioritization

Table 39: Commodity Prioritization

Commodity Prioritization							
S. No	Criteria	Description	COMMODITY				
			Green Gram	Ground Nut	Black Gram	Cholam	Maize
1	Trend in number of producers involved in the commodity	For commodities which has large area of production	>100%	>100	<100%	<100%	<100%
2	Community Interest	Easy cultivation & Harvesting, Stable food, Knowledge and technology availability, private credit facility to seeds and fertilizers, easy access to market.	High in fiber, Protein and rich in micro nutrients. can grow even on poorest of soils	High nutritional food and no need for high water irrigation and easily market their product. All parts of ground nut plant (both green & dry) used to cattle feed.	Fiber, Protein and rich in micro nutrients. can grow even on poorest of soils	Mostly focus on Cattle feed and nutritional food.	One of the top most districts in production of Maize at north east monsoon, south west monsoon and easily market that product.
3	State/National Priority (Thrust from government)	State/National Government Schemes and Investments	Biological pest control schemes and vermi compose	Biological pest control schemes and vermi compose	Biological pest control schemes and vermi compose	Biological pest control schemes	Biological pest control schemes
4	Comparative advantage	Production, Favorable climatic conditions.	Suitable in both dry and cold climate so it will be cultivated more	Suitable in both dry and cold climate so it will be cultivated more.	Suitable in both dry and cold climate so it will be cultivated more.	Suitable in dry climate and less water intensive so the production is more.	Major share in state production, Suited to all climate conditions.

					ted more		
5	Access to Market	Ability to sell the produce at a remunerative price-Local, National & International markets.	Easy product and consume less cost for cultivation and less water consume	High demand in open market and extract oil and produce groundnut cake to sell the cake to consume the cattle feed	Easy product and consume less cost for cultivation and less water consume	High demand in open market.	Steady increase in demand at open market.
6	Opportunity for Value Chain Interventions	Productivity and value-added products.	Preparation of Papad and instant Adai Mix, Procurement of produce by Government through Mantis Establishment of Dall Mill, to promote Pulse Panchayat or Pulse BIO Park	To make the oil, groundnut cake, nutrition food.	Preparation of papad and instant adai ,Vadai and Bajji Mix, to promote Pulse Panchayat or Pulse BIO Park	Cattle feed, Nutritional flour mix, Corn flakes; Corn flours are to be produced.	Animal and poultry feed. Food processing industries

Sugarcane and Paddy are high water intensive. Hence we have to focus on the next prioritized commodities like Maize, Cholan, Groundnut, Black gram and Green gram and it's also less production cost and high demand in local Market.

18.1 Trend Analysis for commodity prioritization:

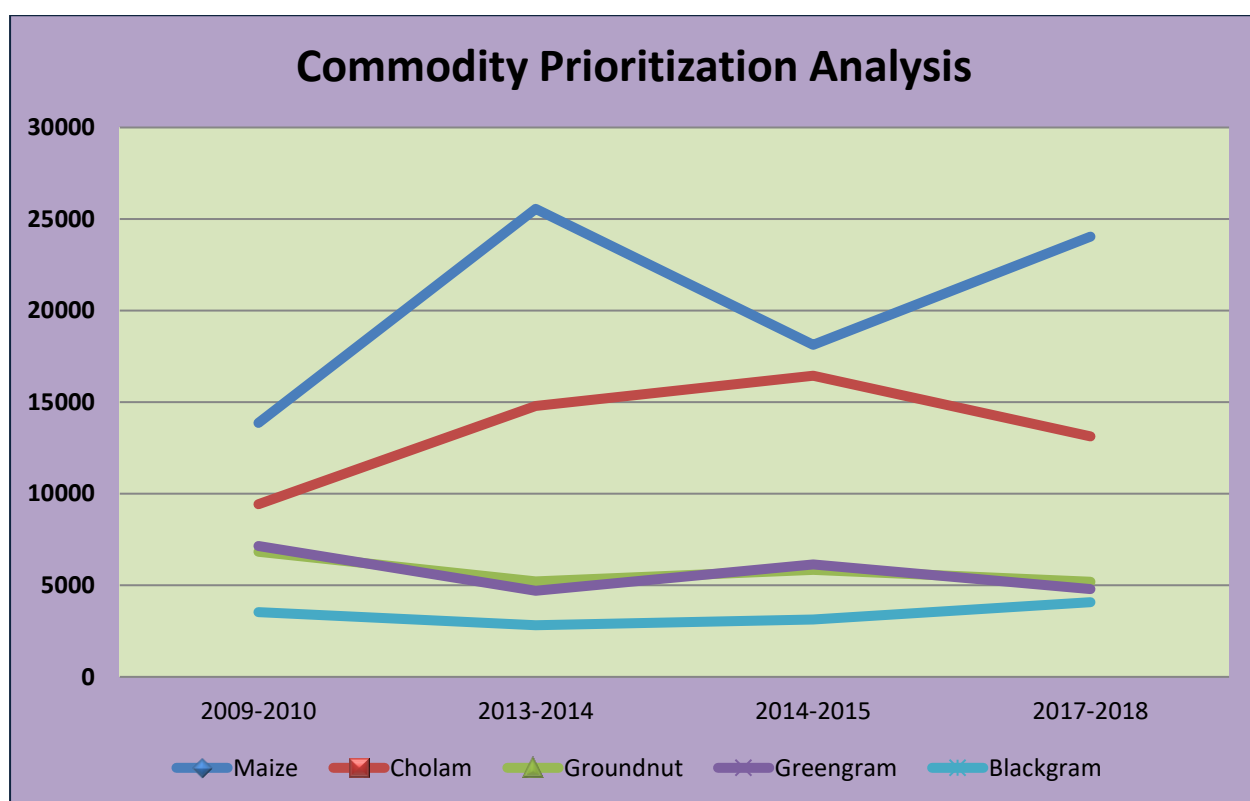


Chart 16: Trend Analysis for Commodity Prioritization

From the above data shows that year 2013-2014 Cholam and Maize cultivation area was higher than previous year. Black gram cultivation area was same for past five years. In virudhunagar district people more concentrate on cultivation of Cholam and Maize because it's consume less cost on cultivation Process.

19. Potential Enterprise Sectors to establish in TNRTP Block

Table 40: Potential enterprise opportunites in TNRTP Block

Blocks	Farm	Farm allied	Industries
Rajapalayam	Cotton Mango Banana Guava Sapota	Dog breeding units Goat	Food Processing units. Mango pulp industries. Promote tourism by attracting the visitors of Srivilliputtur and Coutrallam by making

	Groundnuts Coconut Palm Paddy Sugarcane	farming Seri culture Milk Kova	advertisements and guidance. Promoting innovative industries like Banana fabric clothing, Air conditioned clothing. Organic cotton Mattress unit Unique Raju's Mango pickle unit Women led garment industries Coir based products: Coir fibre, Coconut pith and coir briquettes, Coir Mat and mattress, Fibre brushes Palm based products Rice bran oil Sugar industries Ground nut value added units Boutique, Hospital apron and cloth.
Kariapatti	Chillies, Gingelly, ground nuts, Ladies finger, Brinjal, Cucumber, Onion, Guava, Sapota, Cotton, Dhalls	poultry and dairy farming, Goat farming, Milch animal farming.	Chilli sauce, leather industries, Garments, Bolts & nuts, Charcoal industries, Groundnut candies and purfies, gingelly oil and groundnut oil production units, Brick making unit, Herbal product manufacturing units.
Virudhunagar	Maize, Chillies, Coriander,	poultry and dairy farming,	Value added products of milk & Millets, Masala production units, Herbal products manufacturing

	Millets, Herpal Collectives, Dhalls	backyard farming, Goat farming, Vermi composting.	units, Garments, Paper plate production, Implant new industries such as industrial automation, engineering, Information technology, telecommunication industries
Sivakasi	Maize, Cumbu, Vegetables	Vermi composting, Goat farming, Milch Animal Farming.	Granite industries, Green crackers, Mushroom processing units, Cumbu flour, Thermostats manufacturing companies, Milk kova production units.

20. Conclusion :

Virudhunagar is production-based district, the growth mainly depending on the industries and small business. The extension of groceries sale and exporting dairy products may undertake to improve the business rate of the districts. Since there are no large scale and mass production industries, must be implanted to reduce the unemployment in the district. Renovations of water bodies such as dams and ponds, river improve the agricultural works. Automation in the industries may increase the production rate during the high demand. Information technology and service sector companies are so important to increase the employment rate of the district.

“A journey of thousand miles start with a single step”

Annexture : 1 List of persons Met

S.No	Name	Designation & Dept.
1	Thiru.R.Kannan	District Collector
2	Thiru.Anand Kumar	DRO
3	Thiru.Deivendran	PD,TNSRLM
4	Thiru.Viswanathan	Lead Bank Manager
5	Thiru.V.S.Balasubramanian	AGM,NABARD
6	Thiru.Marimuthu	DIC,Manager
7	Thiru.K.Sangaravel Pandian	Director,Statistics
8	Thiru.Arunachalam	Joint Director ,Agriculture
9	Thiru.Arunachalam	Deputy Director,Agri state scheme
10	Mrs.Saraswathi	Deputy Director,Marketing
11	Mrs.Mahalakshmi	Agricultural Officer-Uzhavar Sandai
12	Thiru.Moorthi	Agricultural Officer-Agri Business
13	Thiru.Boopathy	Deputy Director,Horticulture
14	Thiru.Thatchinamoorthy	Director,chetpet collective farm Producer company pvt ltd
15	Dr.S.Arunachalakani	Zonal Joint Director of Animal Husbandry
16	Ms. Divya	Makamai Manager
17	Thiru.Jeyaraman	Assistant Project Officer (TNSRLM)

Annexture : 2 Details of Taluks ,Blocks and TNRTP Blocks in Virudhunagar District

S.No	Taluks	S.No	BLOCKS	S.No	TN RTP BLOCKS
1	Virudhunagar	1	Virudhunagar	1	Virudhunagar
2	Kariapatti	2	Kariapatti	2	Kariapatti
3	Sivakasi	3	Sivakasi	3	Sivakasi
4	Rajapalayam	4	Rajapalayam	4	Rajapalayam
5	Srivilliputtur	5	Srivilliputtur		
6	Tiruchuli	6	Tiruchuli		
7	Vembakottai	7	Narikudi		
8	Watrap	8	Vembakottai		
9	Sattur	9	Watrap		
10	Aruppukottai	10	Sattur		
		11	Aruppukottai		