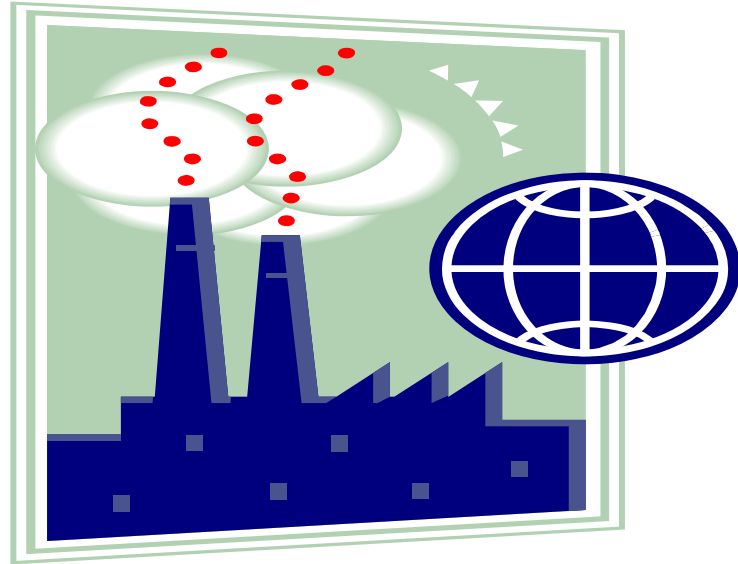


PROFILE OF VIRUDHUNAGAR DISTRICT



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.

Sl.No.	Name of the Estate	Total No. of Sheds	No. of shed occupied	Vacant
1	Sulakkarai Virudhunagar	54	54	N I L
2	Watrap	5	5	N I L
3	Thiruchuli	5	5	N I L
4	Kariapatti	20	20	N I L
5	Rajapalayam	21	21	N I L
6	Cooperative Indl.Estate , Sivakasi (Plots)	159	159	Nil

A) TRANSPORT & COMMUNICATION

Virudhunagar District is enclosed by 3 major NH namely Chennai – Kanyakumari, Chennai – Sengottai & Chennai – Tutitorin. The District has a road length of 2,943 K.m. of metalled roads, 312 offices and 84, 944 telephones to take care of the present transport and communication needs. All the villages are well connected by roads and transport system. The head quarters of the district, Virudhunagar is well connected with other major cities of the State both by express bus routes and rail. The meter gauge rails have been replaced by broad gauge rails in 1993 - 94.

B) Education

Institutions	Number
Arts & Science College	12
Engineering College	10
College of Pharmacy	2

Polytechnic	8
ITI	15
Teacher Training School	11
Higher Secondary School	108

PRODUCT WISE ENTERPRISES IN VIRUDHUNAGAR DISTRICT UPTO 31.03.10

Sl.No	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil Mills	883
2	Beverages, Tobacco and Tobacco Products	Soft drinks, Tobacco products	31
3	Cotton Textiles	Cotton Textiles	1054
4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	137
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	21
6	Hoisery Garments	Textile products	2451
7	Wood Products	Wood Products	1558
8	Paper and Paper Products	Paper and Paper Products	3648
9	Leather Products	Leather based products	73
10	Rubber Products	Rubber and Plastic products	700
11	Chemical and Chemical products	Chemical based products	3743
12	Metallic Mineral Products	Metallic Mineral Products	333
13	Basic Metal Products	Basic Metal Products	101
14	Metal Products	Metal Products	642
15	Machinery and Parts	Machinery and Parts except electrical	222
16	Electrical Products	Electrical Machinery and Apparatus	141
17	Transports and Equipments	Transports and Equipments	394
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	707
	TOTAL		16839

INDUSTRIAL SCENARIO

(From 01.04.10 to
31.08.2010)

Sl.No	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil Mills	11
2	Beverages, Tobacco and Tobacco Products	Soft drinks, Tobacco products	13
3	Cotton Textiles	Cotton Textiles	214

4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	5
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	12
6	Hoisery Garments	Textile products	216
7	Wood Products	Wood Products	5
8	Paper and Paper Products	Paper and Paper Products	220
9	Leather Products	Leather based products	25
10	Rubber Products	Rubber and Plastic products	11
11	Chemical and Chemical products	Chemical based products	5
12	Metallic Mineral Products	Metallic Mineral Products	36
13	Basic Metal Products	Basic Metal Products	18
14	Metal Products	Metal Products	12
15	Machinery and Parts	Machinery and Parts except electrical	13
16	Electrical Products	Electrical Machinery and Apparatus	12
17	Transports and Equipments	Transports and Equipments	11
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	9
	TOTAL		848

Major Industrial Groups in Virudhunagar District

1. TVS Groups
2. RAMCO Groups
3. Jeyavilas Groups
4. Naatchiyar Groups
5. Arumuga Group of Industries
6. Subburaj Cotton Mills Group
7. Standard Group of Industries
8. Arasan Group of Industries

Block wise details of Large Scale Industries Sector wise showing the number of units, investment, employment and installed capacity

(Large & Medium Scale units including Expansion)

Name of the Taluk	Category	No.of units	Investment Rs. in crore	Capacity Tons	Employment
Aruppukottai	Textile	10	194.07	4000	Direct – 1350 In Direct – 3630
Kariapatti	General Engineering	2	50.00	1000	Direct – 200 In Direct – 700
Narikudi
Rajapalayam	Cement Tamilnadu Abettors	1 1	200.00	20 Lakh	Direct – 500 In Direct – 5000
	Textile	24	1400.00	8000	Direct – 7000 In Direct – 14000
Sattur	Textile	1	16.00	800	Direct – 100 In Direct – 400
Sivakasi	Offset Printing	4	160.00	3700	Direct – 1000 In Direct – 3000
	Aluminium Powder	1	25.00	200	Direct – 100 In Direct – 300
	Paper & Board	1	11.00	1500	Direct – 150 In Direct – 500
Name of the Taluk	Category	No.of units	Investment	Capacity	Employment
Srivilliputhur	Textile	10	150.00	900	Direct – 1000 In Direct – 4000
Thiruchuli	Textile	3	40.00	200	Direct – 1550 In Direct – 1000
Vembakottai	Paper & Board	1	14.00	1300	Direct – 125 In Direct – 200
Virudhunagar	Cement	1	100.00	200	Direct – 1000 In Direct – 2000
	Rubber	1	50.00	50	Direct – 200 In Direct – 100
Watrap

Export Potential of the district

The following products have wide Export potential in this District.

- Cotton Grey cloth & Bandage Cloth
- Fire works
- Safety Matches
- Gingelly Oil & Groundnut oil
- Cotton Yarn
- Printing Materials
- Pickles
- Cements

Other Potential Non form sector type of Industries in Virudhunagar District

a) Raw Material Based

1. Cement
2. Cem Powder
3. Oil Products

b) Demand Based

1. Match Units
2. Fire work units
3. Printing unit
4. Cotton Yarn

c) Skilled Based

1. Embroidering cloth
2. Readymade Garments
3. Fire works

d) Export Oriented

1. Cotton Yarn
2. Printing Material
3. Fire works

e) Rural artisans based

1. Stone Craving
2. Sand Toys

Over All Scenario after 5 Years can be explained by SWOT analysis

Strength

- a) Widened highway from Chennai to Kaniyakumari.
- b) Widened road from Madurai to Tuticorin
- c) Completion of Sethu Project.
- d) Extended Port in Tuticorin
- e) Nearest Airport at Madurai – 45 Km.
- f) Availability of skilled labours.
- g) Formation of SIPCOT & SEZ
- h) 5 TNEB substations under commissing
 - 1) Pulvaikarai
 - 2) Sulakkarai
 - 3) Nenmeni
 - 4) Sukaravarpatti
 - 5) Nallamanaickenpatti.

Weakness

- a) Govt. institute Engineering Colleges & Medical Colleges not available in our District.
- b) Non – availability of Technical person
- c) Lack in Technical adoption
- d) Competition from abroad like china etc.,
- e) Govt. sponsored industries not available

Opportunity

- a) Better utilization of incentives
- b) CGFT scheme
- c) Developed IT field
- d) Better export chance
- e) New Indl. Estates can be formed.

Threat

- a) Tough competition from China
- b) Non – availability of credit

Considering all the above it is estimated that the overall growth in Virudhunagar District will be manifold.

Steps to be taken to increase the Industrial growth in the district and to improve the export performance

- a) Credit should be easily available
- b) NPA cases should be dealt with out hurting the minds.
- c) Incentives should be attractive
- d) All the clearances should be in a single door step & it too a time bounded
- e) Export incentives should be more
- f) Attractive interest rate to MSME units should be available
- g) Alternate energy sources to be exploited
- h) Exporters should be safeguarded against the fluctuation in doller rate. Moreover support price should be maintained.

**District industries Centre, Virudhunagar
performance for the year- 2009-10 & 2010-11**

Sl.No	Name of the Scheme	Achievement			
		2009-10		2010-11	
1	MSME acknowledgement Part I Manual Online	92		26	
		3214		1300	
2	MSME acknowledgement Part I Manual Online	136		79	
		1626		769	
3	MSME acknowledgement Part II issued to SC/ST New Units	Target 100	Achi 82	Target 75	Achi 46
		1640	375	1640	103
4.	Cottage Industries registration	Target 500	Achi 515	Target 500	Achi 254
5.	Handicraft Industries registration	Target 330	Achi 330	Target 330	Achi 152
6.	Capital Subsidy	Amt allotted: 152.03 lakhs No. of units availed :46		Amt allotted:60.80 lakhs No. of units availed :1049.31lakhs	
7.	LTPT subsidy LTPT NAMT	94 claims lakhs	27	12 claims lakhs	4.38
		8 claims lakhs	6.02	--	---

**District industries Centre, Virudhunagar
performance for the year- 2009-10 & 2010-11**

Sl. No	Name of the Scheme	Achievement	
		2009-10	2010-11
8	Generator Subsidy	Amt allotted:53.44 lakhs No of units availed : 43 units	Amt allotted:56.80 lakhs No of units availed : 35 subsidy disbursed 37.68 lakhs
9.	PMEGP	Target: 161 nos MM:135.14lakhs Sanction: 141 MM:174.99 EDP Completed:130 Fund Disbured:125 MM :149.91 MM Released: 62 78.62lakhs	Target: 25 nos MM:35.48lakhs Sanction: 55 MM:63.17 EDP Completed:38 Fund Disbured:23 MM :39.07 MM Claimed 10- 25.13lakhs
10.	Single window concept		
	No of applications received	63	21
	No. of applications disbursed off	63	18