

District Profile - Virudhunagar

LOCATION

Virudhunagar District is surrounded by Madurai District on the North; Sivaganga District and Ramanathapuram District on the north East and East; Tirunelveli District on the South and Western Ghat on the West. The District has an area of 4222 Sq.km

CLIMATE AND RAINFALL

The climate is generally hot and dry with a low degree of humidity. The District receives scanty rainfall. The average annual rainfall is only 987.7 mm. The frequent drought caused by the failure of the monsoon adversely affects the dry crops depending upon rain fed tanks for irrigation.

Temperature : Maximum 38.2 Degree C
: Minimum 17.9 Degree C

MINERAL WEALTH

The District consists of red loam, red clay loam, red sand, black clay and black loam in large areas with small extents of black sand cotton soil found in Sattur and Aruppukottai Taluk,

Limestone is the most important mineral available in this District. In Sattur Taluk, Cement grade limestone is available in abundance. Nearly 12 million tonnes of limestone deposit have been estimated in Alangulm Area. Another reserve of about 2.5 million tonnes of limestones has been recorded at Kakkivadampatti. The reserves at Pandalkudi, Chettiarpatti and Velayuthapuram Village of Aruppukottai Taluks are estimated near Virudhunagar. With the great potential of limestone reserves there are already two large-scale cement factories functioning one at Thulukapatti in Private Sector and another one at Alangum in Public sector.

Besides limestone, there is a small occurrence of gypsum deposit in Thenkarai and Korukkampatti village of Rajapalayam and Sattur Taluks and Black granite deposit in Sattur Taluk.

RIVERS AND FORESTS

There is no perennial river in this District. The seasonal rivers and streams flowing through the District are Arjuna Nadhi and Vaippar in Sattur Taluk and Gundar in Aruppukottai Taluk. The area under forest in this District is only 259 square kilometers. Major forest area is in the western ghat in Srivilliputhur Taluk and is rich in teakwood and other tropical trees. Plantain, Mango, Orange, Lime, Gova are largely grown in the western ghat slope.

POPULATION AND OCCUPATIONAL PATTERN

Population of the District as per 2001 census was 17.52 lakhs. The population of Scheduled Caste and Scheduled Tribes was 3.15 lakhs accounting for 18% of the total population. The rural population constitutes 65% of the total population. The total number of literates was 5.90 lakhs. The District has a population density of 371 persons per square kilometer. According to 2001 the percentage of workers to total population is 32. More than two third of the population derive employment from agriculture.

IRRIGATION

The most striking feature of this drought prone is absence of dependable irrigation sources such as perennial rivers. Though 33% of the cultivated area is classified as irrigated area, assured irrigation is available only for 57% through the wells; the remaining area being irrigated by rain fed tanks. Two reservoirs, namely periyar and kovilar and small reservoirs like Anaikootam, Kullursandai, Vembakkottai and Golwarpatti.

Area Irrigated by

1. Government canals	:	N I L
2. Tanks	:	17025
3. Wells	:	26920
4. Wells (Supplementing other sources)	:	5061
5. Other sources	:	33
6. Area irrigated more than once (in ha)	:	3509
7. Net area irrigate (in ha)	:	61264
8. Gross are irrigated (in ha)	:	64773

AGRICULTURE

The economy of the District is predominantly agriculture. Paddy is the most predominant crop, being cultivated in 17420 hectares. Next to paddy, cotton in the most important crop grown in 34351 hectares. Cumbu, Cholan, Ragi, Varagu, Chillies, Blackgram, Horsegram, Groundnut and Gingelly are important crops grown in the district. The North – East Monsoon is preferred for raising dry crops in all over the District.

Though half of the geographical area is under cultivation, the improved farm machinery is not much common in this District. Only a few progressive farmers use improved farm machinery and implements.

1. Net area sown (in ha.)	:	143952
2. Gross area sown (in ha.)	:	1416615

Area and estimated production of principal crops:

Sl.No.	Type of Crop	Area in Hec.	Production (Ton)
1	Paddy	325545	13300
2	Millets and Other Cereals	25320	13000
3	Groundnut	9208	13000
4	Gingelly	3306	2000
5	Cotton	21891	60000
6	Sugarcane	4052	478000

Live stock Population

1. Buffaloes	: 22455
2. Cows, Plough Animals	: 129627
3. Sheep	: 168664
4. Goats	: 325823
5. Poultry Birds	: 376721

Animal Husbandry

1.No.of veterinary dispensaries	: 28
2.No. of key village centres	: 20
3.No. of veterinary surgeons	: 29
4.Length of coastal line (in km)	: N I L
5.Fish catch (in ton) inland fishing	: 33590

There are two milk – chilling plants one at Virudhunagar and another at Srivilliputhur.

The District offers considerable scope for development of sheep rearing. This District has a sizeable sheep population say as 165416 but they are often of low genetic potential. Sheep population is rich in Aruppukottai, Sattur and Srivilliputhur Taluks, Hot climate, mortality rate of birds high cost of food etc., are some of the significant factors arrest the development of poultry in this District.

Administrative Set up:

For administrative convenience, the district has been divided into two Revenue Divisions (Aruppukottai and Sivakasi division) comprising seven taluks with eleven community development blocks. 6 Municipal councils, 600 Revenue villages; 464 village panchayats and 10 Town Panchayats.

- No. of Development District : 1
- No. of Revenue Division : 2
- No. of Revenue Taluks : 7
- No. of Town Panchayats : 10
- No. of Revenue Villages : 600
- No. of Revenue Panchayats : 464
- No. of Municipalities : 6
- No. of Panchayats Unions : 11

Taluks

- Aruppukottai
- Virudhunagar
- Sattur
- Srivilliputhur
- Rajapalayam
- Tiruchuli
- Sivakasi
- Kariapatti

Blocks

- 1.Aruppukottai
- 2.Thiruchuli
- 3.Kariapatti
- 4.Virudhunagar
- 5.Sattur
- 6.Vembakottai
- 7.Sivakasi
- 8.Srivilliputhur
- 9.Watrap
- 10.Rajapalayam
- 11.Narikudi

Municipal Councils

- 1.Aruppukottai
- 2.Virudhunagar
- 3.Sattur
- 4.Sivakasi
- 5.Srivilliputhur
- 6.Rajapalayam
- 7.Thiruthangal

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	147	146	1

The SIDCO has proposed to construct one more Industrial Estate at Alagapuri Village, Virudhunagar.

A) TRANSPORT & COMMUNICATION

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	6
College of Pharmacy	2
Polytechnic	8
ITI	15
Teacher Training School	11
Higher Secondary School	108

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C) TOURIST SPOTS:

The district has the following tourist spots.

1. Memorial house of Kamarajar at Virudhunagar
2. Pilavakkal dam near Watrap
3. Andal koil at Srivilliputhur
4. Srinivasaperumal temple at Thiruvannamalai – 4Kms. from Srivilliputhur.
5. Mariamman koil at Irukkankudi near Sattur.
6. Boominathar koil and birth place of Ramana Maharishi at Thiruchuli
7. Ayyanar falls – 15 Kms. From Rajapalayam.
8. Shenbaga Thoppu – Alagarkoil near Srivilliputhur.



2. INDUSTRIAL SCENARIO (As on 31.03.2008)

Sl.N	Classification	Details of Classification	Units
1	Food Products	Flour Mills, Dhall Mills, Oil	731
2	Beverages, Tobacco and Tobacco	Soft drinks, Tobacco	31
3	Cotton Textiles	Cotton Textiles	929
4	Wool, Silk, Synthetic fibres	Wool, Silk, Synthetic fibres	135
5	Jute, Hemp Mest Textiles	Jute, Hemp Mest Textiles	15
6	Hoisery Garments	Textile products	2235
7	Wood Products	Wood Products	1519
8	Paper and Paper Products	Paper and Paper Products	2325
9	Leather Products	Leather based products	64
10	Rubber Products	Rubber and Plastic	615
11	Chemical and Chemical products	Chemical based products	4031
12	Metallic Mineral Products	Metallic Mineral Products	303
13	Basic Metal Products	Basic Metal Products	101
14	Metal Products	Metal Products	431
15	Machinery and Parts	Machinery and Parts except	220
16	Electrical Products	Electrical Machinery and	128
17	Transports and Equipments	Transports and Equipments	243
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	1093
	TOTAL		15149

2. INDUSTRIAL SCENARIO (From 01.04.08 to 15.08.08)

Sl.N	Classification	Details of Classification	Units
1	Food Products	Flour Mills. Dhall Mills. Oil	21
2	Beverages. Tobacco and Tobacco	Soft drinks. Tobacco	..
3	Cotton Textiles	Cotton Textiles	105
4	Wool. Silk. Synthetic fibres	Wool. Silk. Synthetic fibres	2
5	Jute. Hemp Mest Textiles	Jute. Hemp Mest Textiles	..
6	Hoiserv Garments	Textile products	115
7	Wood Products	Wood Products	56
8	Paper and Paper Products	Paper and Paper Products	122
9	Leather Products	Leather based products	5
10	Rubber Products	Rubber and Plastic	7
11	Chemical and Chemical products	Chemical based products	..
12	Metallic Mineral Products	Metallic Mineral Products	11
13	Basic Metal Products	Basic Metal Products	22
14	Metal Products	Metal Products	13
15	Machinerv and Parts	Machinerv and Parts	7
16	Electrical Products	Electrical Machinerv and	21
17	Transports and Equiements	Transports and	24
18	Miscellaneous Manufacturing	Miscellaneous Manufacturing Industries	18
	TOTAL		549

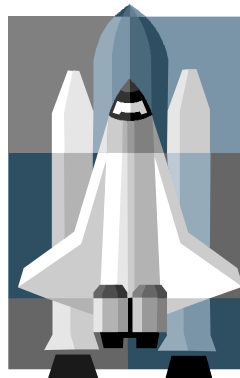
3. Block wise details of Large Scale Industries Sector wise showing the number of units, investment, employment and installed capacity.

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	1	200.00	20 Lakh	Direct – 500 In Direct – 5000
	Textile	60	1400.00	8000	Direct – 7000 In Direct – 14000
Sattur	Textile	1	16.00	800	Direct – 100 In Direct – 400
Sivakasi	Offset Printing	10	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

4. Proposed Large Scale Projects in the offing / Thrust sector activities identified for growth in the next five years

- 1.Textiles
- 2.Cement Plant
- 3.Modern Rice Mill
- 4.Bio Mass Products
- 5.Granite Polishing
- 6.Dairy Development
- 7.Fruit Pulp
- 8.Herbal units



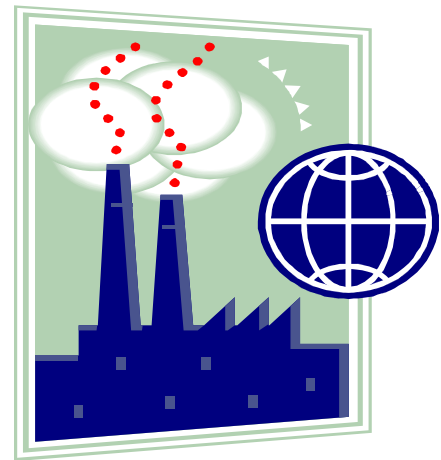
5. Major Industrial Clusters in the district

- Matches Cluster - 3 Nos. have been approved by Govt. of India
- Printing Cluster - Proposal has been submitted and under consideration of Govt. of India
- Fire Work Cluster - Project is under preparation.
- Gold Ornamental Cluster - Under study

6. 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



7. Other Potential Non form sector type of Industries in the 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

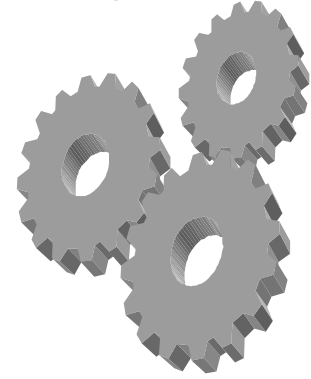
1. Cotton Yarn
2. Printing Material
3. Fire works

e) Rural artisans based

1. Stone Craving
2. Sand Toys

8. SEZ / EPZ Industrial estates (Sidco/Sipcot), showing the number of units, Turn over, employment.

- 1) SEZ One SEZ is proposed in Virudhunagar District
 2) EPZ does not arise



Indl. Estate (SIDCO)

	Virudhunagar	Raiapalayam
No.of units	54	21
Turn Over	59.80 Crore	21.37 Crore
Employment	1024	3012

SIPCOT

One SIPCOT complex is proposed to be situated at Pandalgudi near Aruppukottai.

9. Block wise Micro/Small/Medium enterprises in the district with numbers, Investment & employment

Sl.No.	Block Name	Micro			Small			Medium		
		No.	Invt.	Emp.	No.	Invt.	Emp.	No.	Invt.	Emp.
1	Aruppukottai	1468	1394.99	4715	2	3030.75	474
2	Kariapatti	312	74.40	716	..	54.65	54
3	Narikudi	67	44.10	224	233
4	Rajapalayam	1916	1394.9	5754	137	5970.7	894	1	836	175
5	Sattur	2663	1122.5	7511	384	3460.8	1551
6	Sivakasi	3630	11419.	1011	113	9676.5	2757	3	2428.0	266
7	Srivilliputhur	914	920.92	2311	2	2854.5	315	1	789	194
8	Thiruchuli	179	68.88	376	2	54.14	26
9	Vembakottai	115	349.08	1254	16	60.17	24
10	Virudhunagar	2669	1036.4	6754	6	417.65	64
11	Watrap	201	119.67	475	5
	TOTAL	14134	17945.45	402.07	1016	25579.98	6159	10	4053	635

10. Projected Micro/ Small / Medium growth

Sl.	Classification	2005-	2006-	2007-	2008-	2009-	2010-11	2011-
1	Food Products	48	108	107	123	141	163	198
2	Beverages, Tobacco and Tobacco
3	Cotton Textiles	27	75	126	150	176	205	238
4	Wool, Silk, Synthetic	..	2
5	Jute, Hemp Mest	8
6	Hoisery Garments	344	462	116	140	155	178	205
7	Wood Products	87	132	49	56	65	75	87
8	Paper and Paper	117	337	469	540	621	715	823
9	Leather Products	..	16
10	Rubber Products	..	1	96
11	Chemical and Chemical products	17	97	270	220	187	159	135
12	Metallic Mineral	74	2	25	29	33	38	53
13	Basic Metal Products	54	5
14	Metal Products	5	91	132	125	174	200	..
15	Machinery and Parts
16	Electrical Products	..	5	30	35	42	51	61
17	Transports and	..	135	54	60	71	76	82
18	Miscellaneous Manufacturing	217	27	87	120	120	140	185
	TOTAL	990	1490	1569	1607	1785	2000	2067

11. Over All Scenarios 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 are yet to commence
 - 1) Pulvaikarai
 - 2) Sulakkarai
 - 3) Nenmeni
 - 4) Sukaravarpatti
 - 5) Nallamanaickenpatti.

Weakness

- a) Non – availability of Technical person
- b) Lack in Technical adoption
- c) Competition from abroad like china etc.,

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 irudhunagar District will be manifold.



12. 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.

