

VIRUDHUNAGAR (TAMIL NADU)MEGA HANDLOOM CLUSTER

1. **Year of Announcement** – 2009 –10
2. **Area of Jurisdiction-** Covers 6 districts i.e. Virudhunagar, Tirunelveli, Thoothukudi, Ramanathapuram, Sivagangai & Madurai
3. **Intervention-wise progress**

(Rs. in crore)

S. No.	Interventions	IA	Project cost	Gol share	Amt. released by Gol	Project Status
1.	Technology Up-gradation	Co-optex	26.76	21.82	21.82	34,496 items distributed.
2.	Design Studios (02) at Madurai and Paramkudi		0.50	0.40	0.36	<u>PARAMAKUDI</u> <ul style="list-style-type: none"> •Textile CATD software with Coral draw and Adobe photoshop software installed. •Jacquard card punching machine installed. •653 designs developed. •8 co-operative societies benefitted <u>MADURAI</u> <ul style="list-style-type: none"> - Weavers are provided with design inputs. - Goods from weavers procured by co-optex. - 543 designs created. - 447 designs converted to products.
3.	Market Development		4.77	3.194	2.874	-50 Exhibitions conducted - 4 Exposure visits - 12 showrooms modernized
a.	BSM & Exhibitions (40)					
b.	Exposure visit (200 wvrs.)					
c.	Modernization of showrooms (12)					
4.	Exports – Participation in international Exhibition (05)					
5.	Publicity					
6.	Admin. Fee	0.122	0.098	0.088	- Advt. released in Magazines & Newspaper	
7.	Souvenir Shop at Karaikudi	1.83	1.83	1.647	Operational	
8.	05 Dye house with ETP Facility (District Level)	TCTP Mill	2.50	2.50	2.50	Construction of building completed. Machinery received for 5 dye houses and ETP work for 05 dye houses fully completed.

S. No.	Interventions	IA	Project cost	Gol share	Amt. released by Gol	Project Status
9.	2 Marketing Complex at Tirunelveli & Madurai	Co-optex	8.00	6.48	5.831	Under implementation
10.	16 Block Level Clusters	PWCS	17.55	17.55	7.31	Completed
11.	Fee to CMTA		0.43	0.43	0.06	
12.	Due to revision in cost of Market Development Intervention by IFW, funds refunded by Co-optex				1.628	
	Total		64.602	56.012	45.657	