

VIRUDHUNAGAR (Tamil Nadu)MEGA HANDLOOM CLUSTER

1. **Year of Announcement** – 2009 –10
2. **Objective-** To empower handlooms and build their capacity to enhance competitiveness of their products in the domestic as well as global market in a sustainable and reliant manner, by improving the productivity through technology up-gradation in pre-loom. On-loom/ post-loom operations, creation of CFCs, weaving sheds for weavers, skill up-gradation, design inputs etc. which would eventually be able to raise the living standards of thousands of weavers engaged in the handloom industry.
3. **Products** – Cotton sarees, art silk sarees, lungies, towels, grey gada, turkey towels, export towels, home textiles bedsheets etc.
4. **No. of Handlooms** – 23448 looms
5. **No. of Weavers** – 29050
6. **Area of Jurisdiction** - Covers 6 districts i.e. Virudhunagar, Tirunelveli, Thoothukudi, Ramanathapuram, Sivagangai& Madurai
7. **Total Project cost – Rs.79.20 Crore, Gol Share -Rs.69.99 Crore, SPV/IA Share -Rs.9.21 Crore**
8. **Amount released so far –Rs.38.49 Crore**
9. Intervention-wise progress

Detailed Project Report

(Rs. in Crore)

S. No.	Interventions	IA	Project cost	Gol share	SPV/IA	Amt. released by Gol	Project Status
1.	Technology Up-gradation	Co-optex	26.76	21.82	4.93	21.82	34,496 technological interventions distributed.
2.	Design Studios (03)		0.75	0.60	0.15	0.29	Design studio, Madurai completed and Tirunelveli will be started. Design studio paramakudi renovation& partition, purchase of equipments completed. For Paramakudi 2 nd installment of Rs.10.00 lakh released
3.	Market Development		10.70	8.56	2.14	5.18	-50 Exhibitions Conducted - 8 SR modernization completed - 4 Exposure visits undertaken - One Intl. Exhn. Participated. - One Video Documentary film taken - Advt. released in Magazines & Newspaper
a.	BSM & Exhibitions (40)						
b.	Exposure visit (200 wvrs.)						
c.	Modernization of showrooms (15)						
d.	Dev. Of Organic Cotton, Azo free products						
4.	Exports – Participation in international Exhib. (05)		0.75	0.60	0.15	0.17	
5.	Publicity	1.55	1.24	0.31	0.34		

S. No.	Interventions	IA	Project cost	Gol share	SPV/IA	Amt. released by Gol	Project Status
6.	Admin. Fee		0.86	0.86	-	0.04	
7.	Innovative Ideas		3.50	3.50	-	0.73	First instalment released to TNHDC for development of village as tourist destination including Souvenir Shop at Karaikudi. Awaiting permission from Local Body approval. Tender Floated and Opening on 10.01.2018
8.	18 Block Level CFCs @ Rs. 1.30 crore each	PWCS	23.40	23.40	-	7.31	First instalment released for 16 BLCs
9.	05 Dye house with ETP Facility (District Level)	TCTP Mill	2.50	2.50	-	1.25	First instalment released. Tender finalized, work order issued Construction work is under process.
10.	2 Marketing Complex at Tirunelveli & Madurai	Co-optex	8.00	6.48	1.52	1.30	First instalment released. Plan layout submitted to local public authority . Approval awaited.
11.	Fee to CMTA		0.43	0.43	-	0.06	
	Total		79.20	69.99	9.21	38.49	