CHAPTER III

PROFILE OF THE STUDY AREA

The present chapter gives the information about the profile of the study districts of Tamil Nadu state. The profile includes the location, demography, climate, agriculture, administration, area and population and study industry etc.,

3.1. KARUR DISTRICT

Karar is one of the oldest towns in Tamil Nadu and has played a very significant role in textiles industries of Tamil Nadu. Other important industries TNPL paper industry, Bus Body Building, Cement Industry, Sugar Industry and Banking Organisations. Karar district was formed on 30 September 1995 by trifurcating Tirichirappalli district. It is the administrative head quarters of Karar district\(^1\). The area is famous World wide for its handloom textile products.

One of the ancient cities in Tamil Nadu, Karur was ruled by the Cheras, Cholas, the Naickers, and the British successively. An evidence shows that Karur may have been the centre for old jewellery making and gem setting (with the gold imported mainly from Rome),

\(^1\) District Collectorate, Profile of Karur District, Karur 2012.
as seen from various excavations. According to the Hindu mythology, Brahma began the work of creation here, which is referred to as the “place of the sacred low”.

**Geography**

Karur is located at 10.95°N 78.08°E. It has an average elevation of 122 m (400 ft). It is about 371 km South West of Chennai, the capital of Tamil Nadu, 66 km to the South - East of Erode and 75 km to the West of Trichy, 100 km to the South of Salem, 124 km to the East of Coimbatore and 145 km to the North of Madurai.

**Climate**

The highest temperature is obtained in early May to early June usually about 34°C, though it rarely exceeds 38°C for a few days. Average daily temperature in Karur during January is around 23°C, though the temperature rarely falls below 17°C.

**Rainfall**

The average annual rainfall is about 855mm. The city gets most of its seasonal rainfall from the north-east monsoon winds, from late September to mid November.
Agriculture

The utilization of land area in Karur district is up to 44.59 per cent. Of the land area remains as other uncultivated land. 2.74 per cent is forest area in Karur district. Black soil is the predominant soil type in this district accounting for 35.51 per cent followed by lateritic soil for 23.85 per cent. The remaining 20.31 per cent is alluvium soil. The main crops are Paddy, Banana, Sugarcane, Beetle Leaf, Grams and Pulses, Tapioca, Kora Grass, Groundnuts, Oil Seeds, Tropic-Vegetables, Garland Flowers, Medicinal Herbals etc.,

Population

The total population was 210,830. Of this population, the male population was 534392 and the female population was 542196. The density and the literacy rate of Karur district was 372 km (963 sq.mt) and 75.86 per cent respectively. Out of 1000 male, 989 were female as sex ratio.

As of the 2001 census, Karur municipality had a population of 210,830 in 54,649 house holds. The municipality had a sex ratio of 989 females per 1000 males, the surrounding district has a majority of females in the population, which is unusual in India. Karur has an average literacy rate of 78 per cent higher than the national average of 59.5 per cent male literacy is 84 per cent and female literacy is 72 per cent. In karur, 10 per cent of the population is under 6 years of age.
Administration

With its Head quarters located at Karur, the district has been divided into 5 taluks, and 8 community development blocks for the purpose of Revenue and development. There are 158 Revenue villagers and 11 towns including 2 municipal towns.

Other Industries

TNPL is promoted by the Government of Tamil nadu with loan assistance from the World Bank. Today TNPL is the 2nd largest producer of begasse (sugarcane waste from sugar mills) based paper in the world and the largest paper product in Asia. TNPL produces 23,000 tones of printing and writing paper and consumers/million tones of bagasse every year.

Karur is a hub for bus body building industries. Most of the South Indian private bus bodies are built in Karur. The total business from building bus bodies is estimated to be around Rs. 324 crore per annum.

Karur is also home to Chettinad Cements. It has an installed production capacity of 600,000 tones per annum, with another 1.1 million tones expansion in the pipeline.
EID parry has a sugar factory in Pugalur, Karur. It has a capacity of 4000 TCD per year. It also has a 22 MW co-generation power plant, with TNPL.

Banking Sector

Karur is the home own of India’s private scheduled commercial banks, Karur Vysya Bank limited and the Lakshmi Vikas Bank.

Textiles Sector

Karar a tex-city is famous for its home textiles. Karur has a niche in five major product groups - bed linens, kitchen linens, toilet linens, table linens and wall hangings. Overall karur generates around Rs. 6000 crores ($ 300 million dollars a year) in foreign exchange through direct and indirect exports. Allied industries like ginning and spinning mills, dyeing factories, wearing etc., employees around 300,000 people in and around karur.

On the international textile map Karur has become synonymous with handloom “made-ups” like nearest district of Tirupur is known for the hosiery product. Hand-loom exports from Karur began on a modest scale with just 15 exporters in 1975 and today Karur has thousands of exporters and the products are supplied to world leading chain stores like Walmart, Target, IKEA, JC Penny, Ahlens etc.,
3.2* COIMBATORE DISTRICT

Coimbatore is an important textile and manufacturing hub of Tamil Nadu. It is the second largest city in Tamilnadu and the administrative headquarters of Coimbatore District. Coimbatore has been ranked 4th among Indian cities in investment climate by a survey done by the confederation of Indian industry, Coimbatore is located at 11°, 1'6 N 76° 58’21”E. It has an average elevation of 411.2 metres (1349 feet).

Coimbatore known as an industrial hub, is also called the ‘Manchester of South India’. It is also well known for educational institutions. It has pleasant weather, friendly culture and exceptional hospitality. There is also a significant minority of people of North and West Indian origin in Coimbatore. People are highly enterprising and industrious, which is one of the reasons cited for its phenomenal industrial growth. A boost for this industrial growth was provided by Naidus who settled here a few centuries before from Andhra Pradesh. This was followed by Gownders who are basically hardworking entrepreneurs.

2 District Collectorate, Profile of Coimbatore District, Coimbatore 2012.
The nearest major cities are Chennai, Bangalore, Trichy, Cochin-sea port, Salem which are 500 kms, 335 kms, 232 kms, 210 kms and 160 kms from Coimbatore respectively. Coimbatore city is well connected by rail, road and air. Coimbatore has a very good health and medical care facility. The Tamil Language spoken itself has a flavour of hospitality, and is referred to as “Kongu Tamil”, other than Tamil, the Languages spoken in Coimbatore include Malayalam, Telugu, Kannada and English.

**Demography**

As per the 2001 census, Coimbatore had a population of 1250446 with in municipal Corporation limits. The 2011 census data for post-expansion city limits is not available and only the population of urban agglomeration is available -2,151,466. In the urban agglomeration, male constitute 50.08 per cent of the population and female 49.92 per cent Coimbatore has an average literacy rate of 89.23 per cent higher than the National average of 74.04 per cent. Male literacy is 93.1 per cent and female literacy is 85.3 per cent with 8.9 per cent of the population under 6 years of age.
Climate

The district has a tropical wet and dry climate temperature. The mean maximum and minimum temperatures vary between 35°C (95°F) and 18°C (64°F) and lowest is 12°C (54°F). Highest temperature ever recorded is 41°C (106°F) and lowest is 12°C (54°F).

Area and Population

The total population was 34,72,578. Of this population, the male population was 17,35,362 and the female population was 17,37,216. The density and the literacy rate of Coimbatore was 748 (sq.mt) and 84.31 per cent respectively. Out of 1001 male, 1000 were female as sex ratio.

Administration

Coimbatore is a municipal corporation as well as the headquarters of the Coimbatore district. The district has been divided into 6 taluks, and 12 community development block for the purpose of Revenue and development administration. There are 388 Revenue villages and 52 towns including 6 municipal towns.

Industry

Sir Robert Stanes, PSG Sons charities, G.D. Naidu, G.K. Kuppusamy Naidu, G.K. Devarajulu K. Govindasamy Naidu, N. Mahalingam, S. Palaniswami Naidu and are some of the leaders
responsible for the Industrial revolution in Coimbatore. Coimbatore is a leading producer of textile yam and machinery, Coimbatore is also the motor spares capital of India.

Coimbatore is a busy city with a good business infrastructure, major industries of Coimbatore include Textile, Textile machinery, wet grinders, Auto ancillary, Auto mobile R and D, Motor pumps denim, Knit wear, Jewellary, Hospitals, Poultry, motor sports, Engineering and allied industries, BPO and IT, Agriculture, Apparel, Hosiery.

With more than 25,000 small, medium and large industries, the primary industries are engineering and textiles. The district also houses the country’s largest amount of hosiery and poultry industries. An insignificant little town prone to droughts and earthquakes till the early years of the 20th century, Coimbatore experienced a textile bom in the 1920s and 1930s. Though, Robert Stanes had established Coimbatore’s, first textile mills at early of the late 19th century. Narayanaswamy Naidu’s Dhandayuthapani foundry, D.Balasubramaniam Naidu’s textool, the Lakshmi machine works, the Kalleeswara mills and the Somasundra mills are some of the important textile and machine units which emerged during the early 1900s.
Coimbatore also has a 160,000 square feet (15,000m) trade fair ground, built in 1999. It was named COINTEC due to its hosting of INTEC (small industries exhibition). The trade fair complex was built in six months, and is owned by CODISSIA (Coimbatore District Small Industries Association). It is also the limca Book of Records. Nowadays the Coimbatore houses a large number of small and medium textile mills.

Trade Associations:

Coimbatore has trade associations like CODISSIA, COINDIA, SITRA and COJEWELL representing industries in the city. It also has central textile research institutes like Central institute for cotton Research (CICR)- southern regional station and the Sardar Vallabhai Patel International school of Textiles and management. The South Indian textiles Research Association (SITRA) is also based in Coimbatore. The city also houses two of the centres of excellences (COE) for technical textiles proposed by Government of India, namely MEDITECH, a medical textile research Centre based at SITRA and indutech based in PSG College of Engineering and Technology.
3.3. **TIRUPUR DISTRICT**

The formation of the new Tiruppur district was a decade old dream for the exporters and commoners of Tirupur to form a new Tirapur district with Tirupur city and surrounding region where there is considerable industrial and business activities. This was to facilitate better administration to the region and take appropriate development measures. Tirupur district has been carved out of the Coimbatore and Erode districts making it as the 32\textsuperscript{nd} district of Tamil Nadu and one among the ten well industrialized and economically developed districts of Tamil Nadu.

**Geography and Climate**

Tirapur district lies on the Western part of Tamil Nadu bordering the western ghats and hence the district enjoys a moderate climate. The district is surrounded by Coimbatore district in the west, Erode district to the North and northeast and Karur district in the east and Dindigul District in the south east. To the south, the district is surround by Kerala state (idukki district). The district has an area of 516.12 square kilometers. The Southern and South Western parts of the district enjoys maximum rainfall due to the surrounding of Western ghats. The rest of the district lies in the rain shadow region of the Western Ghats and experience salubrious climate most parts of the year, except the extreme east part of the district.
The mean maximum and minimum temperatures for Tirupur city during summer and winter vary between 35°C to 18°C. The average annual rainfall in the plains is around 700 mm with the North East and the South West Monsoons contributing to 47 per cent and 28 per cent respectively to the total rainfall. The major rivers flowing through the district are Noyyal and Amaravathi. The Amaravai river is the main source of irrigation in the district. Amaravathi Dam, which created Amaravathi Reservoir, is located at Amaravathinagar. Thirumurthy dam which is created by the PAP project is situated in this district. Both Amaravathi dam and Thirumurthy dam are the prime source of irrigation in the district, where as Uppaar dam is another dam which receives water from seasonal rains.

Demography

According to the 2011 census, Tirupur district has a population of 2,471,222 roughly equal to the nation of Kuwait or the US state of Nevada. This gives it a ranking of 176th in India (Out of a total of 640). The district has a population density of 476 inhabitants per square kilometer (1,230 /sq mt). The population growth rate over the decade 2001-2011 was 29.69 per cent. Tirupur has a sex ratio of 988 females for every 1000 males, and a literacy rate of 79.1 per cent.
The urban population is 8,25,006 and the rural population is 10,92,027. Tamil is the principal language spoken in the district, with sizable minorities of Telugu, Malayalam and Kannada speakers. Hindus formed the majority of the population at 90.08 per cent followed by Muslims at 5.33 per cent, Christians at 4.35 per cent and others at 0.24 per cent. People from all the states have their stay in Tirupur due to its rapid industrialization.

The total population of Tripur District was 24,71,222. Of this population, the male population was 12,42,974 and the female population was 12,28,248. The density and the literacy rate of Tirupur District was 476 (sq.m) and 79 per cent respectively. Out of 1000 male, 988 were female as sex ratio.

Administration

The Head quarter is located at Tirupur. The district has been divided into 7 taluks, and 13 community development block for the purpose of Revenue and development. There are Revenue villagers and 16 towns including 7 municipal towns.

Knitwear Industry

Tirupur is a Centre for Cotton market and Cotton Ginning Factories. Though Cotton Trading and Ginning Operations have shrank. Tirupur is still a popular market for unginned cotton. Tirupur is a textile town where commerce precedes everything Tirupur gain
stem from its performance in technology and quality of its macro
economic environment. It also derives much of its ascent from
improved perception of its public services. Buyers from 35 countries
frequently visit Tirupur regularly. Tirupur can deliver customized
samples in less than 12 hours half a million pieces in a matter of days³.

The first knitwear unit in Tirupur was set up in 1925 and the
growth of the industry was slow till late 1930s. A series of strikes in
late 1930s in knitting factories in the neighbouring towns of Salem
and Madurai resulted in the opening of new firms in Tirupur.
Subsequently, it emerged as the prominent centre for knitwear in south
India by 1940s. In 1942, 34 units were engaged in the production of
knitwear all these units were composite mills and the production was
carried out in the same unit. There are also references to some units
performing specific tasks/operations like bleaching and dyeing,
located in the larger units. By 1961, the number of units rose to 230
and till early 1970s, the industry catered only to the domestic market.
These units were mostly composite mills without any subcontracting
system of production. It was in the 1980s, the export market began to
expand and subsequently Tirupur emerged as the largest exporter of
cotton knitwear from the country. Accounting for roughly 80 percent
of the total cotton knitwear exporters.

³ Apparel Export Promotion Council (AEPC), Tirupur.
Tirupur is known for the cluster activity and mostly each activity of garment making is being carried out by outside units. Knitting units (1500 units), Dyeing & Bleaching units (700 units), Fabric Printing (500 units), Garmenting (2500 units), Embroidery (250 units), Compacting and Calendaring (300 units) and other ancillary units (500 units). Based on the above profile of the study area, the research conducted on the CSR in textiles industries in Tamil Nadu⁴.

⁴ Tirupur Export Association (TEA), Tirupur, 2011.