CHAPTER - III

PROFILE OF NAMAKKAL DISTRICT
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PROFILE OF NAMAKKAL DISTRICT

Namakkal district, a newly created district, is functioning from 01.01.1997. It consists of four Taluks namely Namakkal, Rasipuram, Tiruchengode and Paramathi Velur. The district is bounded by Salem on the North, Karur on the South, Trichy on the east and Erode on the west.

Since, the Namakkal District is a part of the Salem District, the historical background of Salem and Namakkal remains the same. After the struggle between the Cheras, Cholas and Pandiyas, the Hoysalas rose to power and had control till the 14th Century followed by Vijayanagar Kings till 1565 A.D. Then the Madurai Nayakas came to power in 1623 A.D. Two of the Polygons of Thirumalai Nayak namely, Ramachandra Nayaka and Gatti Mudaliars ruled the Salem area. The Namakkal Fort is reported to have been built by Ramachandra Nayakas. After about 1625 A.D., the area came successively under the rule of Muslim Sultans of Bijapur and Golkonda Mysore Kings and then the Marathas, when about the year 1750 A.D., Hyder Ali came to power. During this period, it was a history of power struggle between Hyder Ali and later Tippu, with the British.

The Geographical area of the district is 3363.35 sq.km. which lies between 11.00. North Latitude and 77.28 and 78.30 East Longtitude.
For Administrative purposes the district has been divided into 2 Revenue Divisions, 4 Taluk, 30 Revenue Firkas and 391 Revenue Village. For development purposes, the district has been divided into 4 Municipalities, 15 Panchayat Unions, 20 Town Panchayats and 331 Village Panchayats.

‘Thiruvaraikkal’ as it is mentioned in the inscription found on the north west and south walls of the deserted temple on the hill is now called as an “Egg City”. Since it produces major part of Eggs to resent other parts of our country, and is also called “Poultry Town” for it contains quite a number of poultries.

The Rock Fort in Namakkal is a special feature of the town. The fort covers an area of one and half acres of flat surface and is accessible from southwest by a flight of narrow steps. Namakkal was in the hands of Attikula King called Gunasila who had marriage with Pallava King. Later the Taluk was over run by the cholas in the Kongu Mandalam which has over run by the cholas in the 9th Century and passed on to Vijaynagar under the Viroynltry of Madura Namakkal was held by Killedhur(Caption) on Hyder Ali until it was captured by the British in 1768.

The Northern portion of Namakkal are mountainous and the southern area flat. The Chief rivers are Cauvery, Aiyaru, Kararipottan Aaru and
Thirumanimuthu Aaru. The Cauvery flows south and southeast hugging the border.

The Garden of Namakkal District is Kolli Hills which is governed by panchayat union comprising 14 village panchayats are called “Nadu” with an area of 371.03 Sq. Kms, and 1300Mtrs, height above sea level. In Kolli Hills the malaiyalis are the pre historic tribals. ‘Valvill Ori’ one of the kadai yelu vallal hold ruled this hilly area. The famous siva temple Arappaleeswara was originally a retreat of the jain monks prior to its Hinduization.

Namakkal finds a place of importance in the map of India because of its Lorry Body Building Industry, a unique feature of the town. More than 150 Lorry Body Building Work Shops with a number of subsidiary industries of auto body works are operating since 1960’s. There are 7698 Lorries, 1879 Trailors and 652 L.P.G. tanker Lorries in Namakal District. Therefore it is also called as Transport City’.

Rasipuram is another important taluk in Namakkal district. The chief industry of this town is weaving. Pattunoolkarar lives in large numbers in this town together with kailkolar. They are weaving cotton cloth and silk sarees. Another important aspect is the sago production. Nearly 176 Sago Factories are located in and around the Rasipuram Taluk. Sago and starch produced in this area are exported to other countries.
Tiruchengode is a town of cultural and historical importance. In 9th century, it was the home of the Tamil academy called ‘Pulavar Sangam’. Nearly 37 spinning mills and one paper mill functioning under Private Sector. Tiruchengode is famous for borewell vehicles. More than 2,000 vehicles from this town are engaged in digging of borewells all over India.

The famous Tamil Kavingnar Ramalingam Pillai was born in Namakkal District. The famous Anjaneyaswami Statute which was its height of 6.7 mts. was built in 996 A.D. Arthanareeswarar temple in Tiruchengode are the other famous pilgrimage centers.

NATURAL RESOURCES:

i) Climatic:

Namakkal District experiences semi-arid tropical climate wherein four distinct seasons viz., South west monsoon(June-Sep.) North East monsoon (Oct-Dec.) Winter season(Jan.-Feb.) and Summer season (April-May) are experienced. The maximum temperature ranges from 28 to 49°C and the minimum from 14°C to 26°C. During January and February lowest temperatures are recorded while maximum temperature during April-May. The rainfall during this period will be very minimum when compared to other periods.
The summer period starts from March and ends by May and during this period, the temperature is usually high in the district. About 19% of the total annual rainfall is received during this period, which helps to take sowing of rainfed crops well in advance. If the summer showers fails, the district normally experiences water scarcity for drinking.

ii) Temperature:

The maximum and minimum temperature ranges are as follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Maximum</th>
<th>Minimum</th>
</tr>
</thead>
<tbody>
<tr>
<td>April-May, July, August</td>
<td>42.0°C</td>
<td>24.5°C</td>
</tr>
<tr>
<td>Sept, Oct. November</td>
<td>31.8°C</td>
<td>22.3°C</td>
</tr>
<tr>
<td>December and January</td>
<td>30.5°C</td>
<td>19.0°C</td>
</tr>
</tbody>
</table>

iii) Relative humidity:

In general, the district records higher relative humidity due to the surroundings of hill areas. Relative humidity variation between day and night are higher resulting in higher probability of pest and disease incidences.

iv) Wind:

From October to March, wind blows generally from North easterly and easterly direction. South westerly and westerly winds predominate from May to September. The wind speed is least in October to February, while it is higher from July to September.
v) Rainfall:

The average annual rainfall of the district is 776 mm. Nearly 80 percent of the total rainfall is received during the SWM and NEM season. Among these two seasons SWM received 40% of rainfall and NEM 40.6% summer season records 19.1% of the total rainfall. The winter season receives only 0.3% of the total rainfall. Among the months September and October receives more rainfall (125.8 and 124.7 mm respectively) followed by November (95.0 mm) and August (92.5 mm).

vi) Normal Rainfall (mm):

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Taluk</th>
<th>Mean Annual rainfall</th>
<th>South west monsoon (June-Jep)</th>
<th>North east Monsoon (Oct-Dec.)</th>
<th>Winter (Jan-Feb.)</th>
<th>Summer (Mar-May)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>mm</td>
<td>mm %</td>
<td>mm %</td>
<td>mm %</td>
<td>mm %</td>
</tr>
<tr>
<td>1</td>
<td>Namakkal</td>
<td>986</td>
<td>406.6 41.2</td>
<td>376.2 38.2</td>
<td>7.2 0.7</td>
<td>196.0 19.9</td>
</tr>
<tr>
<td>2</td>
<td>Paramathy</td>
<td>527</td>
<td>176.2 33.5</td>
<td>262.1 49.7</td>
<td>1.0 0.2</td>
<td>87.7 16.16</td>
</tr>
<tr>
<td>3</td>
<td>Tirchengode</td>
<td>939.6</td>
<td>347.4 37</td>
<td>399.8 42.6</td>
<td>1.2 0.1</td>
<td>191.2 20.3</td>
</tr>
<tr>
<td>4</td>
<td>Rasipuram</td>
<td>651.6</td>
<td>310.9 47.8</td>
<td>221.6 34</td>
<td>0.9 0.1</td>
<td>118.2 18.1</td>
</tr>
<tr>
<td></td>
<td>Mean</td>
<td>776</td>
<td>310.3 40</td>
<td>314.9 40.6</td>
<td>2.6 0.3</td>
<td>148.2 19.1</td>
</tr>
</tbody>
</table>
### VII. TIME SERIES DATA OF RAINFALL BY SEASONS (LAST 10 YEARS)³

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Year</th>
<th>South west monsoon</th>
<th>North east monsoon</th>
<th>Winter season</th>
<th>Hot weather season</th>
<th>Total</th>
<th>% deviation (+or-) from normal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normal</td>
<td>Actual</td>
<td>Normal</td>
<td>Actual</td>
<td>Normal</td>
<td>Actual</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1997-1998</td>
<td>322.1</td>
<td>465.9</td>
<td>286.3</td>
<td>671.5</td>
<td>20.0</td>
<td>161.5</td>
</tr>
<tr>
<td>2</td>
<td>1998-1999</td>
<td>322.1</td>
<td>357.6</td>
<td>286.3</td>
<td>337.4</td>
<td>0.0</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>1999-2000</td>
<td>322.1</td>
<td>198.9</td>
<td>286.3</td>
<td>418.0</td>
<td>20.0</td>
<td>5.2</td>
</tr>
<tr>
<td>4</td>
<td>2000-2001</td>
<td>316.2</td>
<td>393.1</td>
<td>286.3</td>
<td>218.6</td>
<td>18.5</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>2001-2002</td>
<td>316.2</td>
<td>259.8</td>
<td>290.7</td>
<td>164.7</td>
<td>18.5</td>
<td>2.6</td>
</tr>
<tr>
<td>6</td>
<td>2002-2003</td>
<td>316.2</td>
<td>167.9</td>
<td>290.7</td>
<td>210.8</td>
<td>28.5</td>
<td>3.5</td>
</tr>
<tr>
<td>7</td>
<td>2003-2004</td>
<td>342.3</td>
<td>232.8</td>
<td>293.4</td>
<td>223.7</td>
<td>17.5</td>
<td>2.0</td>
</tr>
<tr>
<td>8</td>
<td>2004-2005</td>
<td>317.0</td>
<td>211.7</td>
<td>291.0</td>
<td>246.5</td>
<td>18.1</td>
<td>2.8</td>
</tr>
<tr>
<td>9</td>
<td>2005-2006</td>
<td>316.2</td>
<td>308.1</td>
<td>290.7</td>
<td>589.48</td>
<td>28.5</td>
<td>8.3</td>
</tr>
<tr>
<td>10</td>
<td>2006-2007</td>
<td>316.2</td>
<td>2508.5</td>
<td>290.7</td>
<td>2758.1</td>
<td>28.5</td>
<td>0</td>
</tr>
</tbody>
</table>

COMMUNICATIONS

The district is well served by road transports, NH-47 pass through all the taluk headquarters, other towns and most of the villages are connected by motorable roads.

DISTRICT AT A GLANCE

1. GEOGRAPHICAL POSITION

   North Latitude  Between 11.00" and 11.36"
   East Longitude Between 77.28 and 78.30"

1. AREA AND POPULATION –(2001 CENSUS)

   i) Area (Sq.Km) : 3408 Sq.Km
   ii) Population : 1493462

   a) Male Population : 759551
   b) Female Population : 733911
   c) Rural : 948230
   d) Urban : 545232

Parliamentary Constituencies : Two (2)
1. 15. Rasipuram
2. 17. Tiruchengode

Assembly Constituencies : Six(6)
1. 96. Namakkal
2. 97. Kabilarmalai
3. 98. Tiruchengode
4. 99. Sankagiri

76
5. 95. Sendamangalam

6. 94. Rasipuram

<table>
<thead>
<tr>
<th>Category</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Higher Secondary Schools</td>
<td>107</td>
</tr>
<tr>
<td>High Schools</td>
<td>131</td>
</tr>
<tr>
<td>Elementary Schools</td>
<td>796</td>
</tr>
<tr>
<td>Middle Schools</td>
<td>95</td>
</tr>
<tr>
<td>Mini Buses</td>
<td>139</td>
</tr>
<tr>
<td>Industries</td>
<td></td>
</tr>
<tr>
<td>Small Scale and Middle Class Labour Association</td>
<td>14,500</td>
</tr>
<tr>
<td>Large Scale Industries</td>
<td>30</td>
</tr>
<tr>
<td>Works</td>
<td></td>
</tr>
<tr>
<td>Industries</td>
<td></td>
</tr>
<tr>
<td>Handloom and Powerloom, Body Building,</td>
<td></td>
</tr>
<tr>
<td>Engineering and Allied works,</td>
<td></td>
</tr>
<tr>
<td>Poultry and Eggs production and Agriculture</td>
<td></td>
</tr>
<tr>
<td>Cauvery</td>
<td></td>
</tr>
<tr>
<td>Rainfall</td>
<td>Average 789.9 mm p.a.</td>
</tr>
<tr>
<td>Important Persons</td>
<td></td>
</tr>
<tr>
<td>Theeran Chinnamalai</td>
<td></td>
</tr>
<tr>
<td>Dr. B. Subbarayan</td>
<td></td>
</tr>
<tr>
<td>Narnakkal Kavingar</td>
<td></td>
</tr>
<tr>
<td>Ramingam Pillai</td>
<td></td>
</tr>
<tr>
<td>Cauvery</td>
<td></td>
</tr>
<tr>
<td>Importance Place</td>
<td>Tiruchengode, Gandhi Ashram</td>
</tr>
<tr>
<td>Place of Tourism</td>
<td>1. Kolli Hills</td>
</tr>
<tr>
<td></td>
<td>2. Agaya Gangai Water Falls (Height 130 Feet)</td>
</tr>
<tr>
<td>Cultivation Products</td>
<td>Paddy, Pulses, Cotton, Maize</td>
</tr>
<tr>
<td></td>
<td>Tapiaco, Sugar-cane Groundnut, Onion</td>
</tr>
<tr>
<td>Irrigation Source</td>
<td>Bore well, Canals and Well Irrigation</td>
</tr>
<tr>
<td>Public Health</td>
<td></td>
</tr>
<tr>
<td>Hospitals</td>
<td>8</td>
</tr>
<tr>
<td>Primary Health Centres</td>
<td>17</td>
</tr>
<tr>
<td>Sub-centres</td>
<td>240</td>
</tr>
</tbody>
</table>
REVENUE ADMINISTRATIVE DIVISIONS
a. Revenue Divisions : 2
b. Revenue taluks : 4
c. Revenue firkas : 30
d. Revenue Villages : 391

LOCAL BODIES
a. Corporations : -Nil-
b. Municipalities : 5
c. Panchayat Unions : 15
d. Town Panchayats : 19
e. Village Panchayats : 331

COLLEGES FOR GENERAL EDUCATION, STUDENTS AND TEACHERS YEAR 2007-2008

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Name of Institution</th>
<th>No.of Institution</th>
<th>Students</th>
<th>Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Boys</td>
<td>Girls</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Government Arts Colleges</td>
<td>3</td>
<td>2271</td>
<td>1995</td>
</tr>
<tr>
<td>2.</td>
<td>Aided Colleges</td>
<td>2</td>
<td>--</td>
<td>2401</td>
</tr>
<tr>
<td>3.</td>
<td>Self Financed colleges</td>
<td>11</td>
<td>5082</td>
<td>4265</td>
</tr>
<tr>
<td>4.</td>
<td>Self Financed Physical Education</td>
<td>3</td>
<td>184</td>
<td>193</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>19</td>
<td>7537</td>
<td>8854</td>
</tr>
</tbody>
</table>

Source: Directorate of Colleges Education, Chennai-6.
### COLLEGE FOR PROFESSIONAL EDUCATION, STUDENTS AND TEACHERS
#### YEAR 2007-2008

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of Institution</th>
<th>No.of Institution</th>
<th>students</th>
<th>Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Boys</td>
<td>Girls</td>
</tr>
<tr>
<td>(1)</td>
<td></td>
<td></td>
<td>(4)</td>
<td>(5)</td>
</tr>
<tr>
<td>1.</td>
<td>Engi.College</td>
<td>14</td>
<td>2402</td>
<td>1569</td>
</tr>
<tr>
<td>2.</td>
<td>Vet.College</td>
<td>1</td>
<td>345</td>
<td>72</td>
</tr>
<tr>
<td>3.</td>
<td>Polytechnic college</td>
<td>10</td>
<td>3294</td>
<td>336</td>
</tr>
</tbody>
</table>

Source: Respective Head of Department.
**The exact numbers are not identified due to flexibility**

### COLLEGE FOR SPECIAL EDUCATION, STUDENTS AND TEACHERS
#### YEAR 2007-2008

<table>
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<tr>
<th>S.No.</th>
<th>Name of Institution</th>
<th>No.of Institution</th>
<th>students</th>
<th>Teachers</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>Government college of Education</td>
<td>1</td>
<td>46</td>
<td>51</td>
</tr>
<tr>
<td>2.</td>
<td>Self Financed college of Education</td>
<td>15</td>
<td>564</td>
<td>832</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>16</td>
<td>610</td>
<td>883</td>
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</tbody>
</table>

Source: Directorate of Collegiate Education, Chennai 6.
### SOIL CLASSIFICATION

<table>
<thead>
<tr>
<th>Sl.no</th>
<th>Types of soil</th>
<th>Places in district</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Red Soil</td>
<td>Namakkal, elachipalayam, puduchatram, mallasamudram, rasipuram, tiruchengode, paramathi &amp; parts of pallipalayam</td>
</tr>
<tr>
<td>2</td>
<td>Lateritic soil</td>
<td>kollihills</td>
</tr>
<tr>
<td>3</td>
<td>Black soil</td>
<td>Erumapatti, kabilarmalai, mohanur, namagiripet &amp; parts of pallipalayam</td>
</tr>
<tr>
<td>4</td>
<td>Sandy coastal alluviam</td>
<td>kabilatmalai</td>
</tr>
<tr>
<td>5</td>
<td>Red sandy soil</td>
<td>Puduchatram</td>
</tr>
<tr>
<td>6</td>
<td>Clay loam</td>
<td>Sendamangalam, vennandur, erumapatti</td>
</tr>
</tbody>
</table>

Source: directorate of economics and statistics, Chermai.

### AREA AND PRODUCTION OF CROPS

<table>
<thead>
<tr>
<th>SI.No.</th>
<th>Crops</th>
<th>Area '000' hec.</th>
<th>Production</th>
<th>Productivity</th>
<th>% to the total sown</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>a) Cereals and Millets</td>
<td>34.23</td>
<td>69.84</td>
<td>20195</td>
<td>10.17</td>
</tr>
<tr>
<td></td>
<td>b) Pulses</td>
<td>33418</td>
<td>22.34</td>
<td>666.35</td>
<td>9.94</td>
</tr>
<tr>
<td>2</td>
<td>B.Oil Seeds</td>
<td>77012</td>
<td>126.85</td>
<td>1643.3</td>
<td>22.90</td>
</tr>
<tr>
<td>3</td>
<td>C.Other Crops</td>
<td>11658.3</td>
<td>205.30</td>
<td>1642.3</td>
<td>56.99</td>
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</table>

TOTAL POPULATION OF NAMAKKAL DISTRICT

<table>
<thead>
<tr>
<th>S.No.</th>
<th>District name</th>
<th>Total / Rural /Urban</th>
<th>Total households</th>
<th>Total population</th>
<th>Male population</th>
<th>Female population</th>
<th>Sex ratio</th>
<th>Area</th>
<th>Population density</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Namakkal Total</td>
<td>394378</td>
<td>1493462</td>
<td>759551</td>
<td>733911</td>
<td>966</td>
<td>3404.00</td>
<td>438.74</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Namakkal Rural</td>
<td>255827</td>
<td>948230</td>
<td>482365</td>
<td>465865</td>
<td>966</td>
<td>3149.13</td>
<td>301.11</td>
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</tr>
<tr>
<td>3</td>
<td>Namakkal Urban</td>
<td>138551</td>
<td>545232</td>
<td>277186</td>
<td>268046</td>
<td>967</td>
<td>254.87</td>
<td>2139.26</td>
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Source: Census of India 2001.

Taluk

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Taluk Name</th>
<th>Total / Rural /Urban</th>
<th>Total households</th>
<th>Total population</th>
<th>Male population</th>
<th>Female population</th>
<th>Sex ratio</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Namakkal Total</td>
<td>121424</td>
<td>459296</td>
<td>232447</td>
<td>226849</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Rasipuram Total</td>
<td>82471</td>
<td>317571</td>
<td>161944</td>
<td>155627</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Tiruchengode Total</td>
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<td>271238</td>
<td>258448</td>
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<td>4</td>
<td>Paramathi velur Total</td>
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<td>186909</td>
<td>93922</td>
<td>92987</td>
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</tbody>
</table>

Source: Census of India 2001

Truck Body Building

Namakkal is noted for Truck body building activity. Truck body building is being carried out in Namakkal since 1956. Namakkal is known for body building for truck, Tanker and Rig Unit.

Consumers from other States also get the truck body building work done in Namakkal body building trucks and Rig units are being exported to foreign countries from Namakkal. About 25000 persons got employment directly and indirectly in truck body building activity in Namakkal District.
About 300 units in Namakkal and 100 units in Tiruchengode are engaged in this activity.

**Textiles Weaving**

Textile Weaving Industry is fast developing in Rasipuram, Tiruchengode, Pallipalayam and Komarapalayam town and surrounding places. Recently textile unit holders in these area are installing auto looms so as to improve production and quality of textile products. As textile industry is booming, two Hi-Tech Textile Parks are coming up in Komarapalayam with the assistance of Government of India and State Government.

Textiles produced in this area are of such high quality and huge variety, besides local market they are exported to foreign countries particularly to America, Canada, England, Singapore, Malasiya and Gulf Countries.

**Poultry Feed Manufacturing**

A number of Poultry units are functioning in Namakkal District, nearly 150 Poultry / Cattle Feed manufacturing units are also in existence. Mostly every poultry unit has put up their own feed manufacturing unit. A few units supply poultry feed to other units also.
Poultry Development YEAR 2007-2008

<table>
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<tr>
<th>Name of the taluk</th>
<th>No.of Forms</th>
<th>No.of Birds</th>
<th>Total No of Eggs produced per day</th>
<th>No.of Person Employed</th>
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Source: District Poultry Development Office.

Role of poultry business in the village economy

Mahatma Gandhi, father of the nation, once quoted that “India lives in the villages”. He paid more attention and importance for the improvement of village economy. There are many village level industries in the villages. One of them is “Poultry business”.

Provides self employment

The main contribution of poultry business in the village is providing self employment. The poultry business in the rural area is considered as the allied business to agriculture. It provides self employment opportunities to the people who either literates (or) illiterates (or) male (or) female in the rural economy.
Providing employment through out the year

Since the demand for poultry products is forever, there is no seasonal fluctuation in this business. Here, the poultry business not only provides self-employment but also provides employment opportunities through out the year. During off season in the agriculture, workers engage more in poultry business for seeking employment.

Controlling migration

It is common among the Indians, especially village people, that there is shifting of families from the rural area to the urban areas in order to find employment and improve their standard of living. But places where poultry business is popular, there is no migration of village people to the urban areas since the poultry business offers attractive employment opportunities to the rural people.

Providing nutrition food

The poultry business offers eggs containing balanced nutrition and meat which contains high content of protein. Besides, the poultry products i.e, eggs and meat are used to overcome some diseases in the human being.
**Providing natural manure**

In Tamilnadu alone, poultry business offer 10,00000 tonne natural manure. It helps to improve the fertility of the soil of cultivable land. At the same time this manure is perfect substitute to the chemical fertilizer.

**Production of Electricity**

Electricity can be produced from the wastage of poultry business. Many international companies came forward to produce electricity from the wastage of poultry business. In short, the poultry business contributes to the uplitment of rural economy in the following ways.

- Providing self employment
- Employment opportunities throught the year
- Controlling migration
- Providing nutrion's food
- Providing natural manure
- Electricity production.
Coconut Shell Powder

Coconut Shell Powder is mainly used for the manufacture of mosquito coil. Besides that in automobile field coconut shell power is used for manufacture of brake lining, clutch plate etc and there is a good demand for the product. Three units have commenced commercial production in Namakkal District under Anna Marumalarchi Puthia Thittam.

Tapioca Starch and Sago Manufacturing

Next to Salem District, Tapioca is cultivated in Namakkal District in abundance. Using tapioca as raw material about 350 units are engaged in the production of Starch and Sago in Namakkal District. There is a good market for Sago and Sago products in North India.

Industries

Industrial sectors like Textile Industry, Transport Industry, Poultry Units, sago and starch industry and the allied activities of these sectors are predominant in Namakkal District.

Twenty large scale industries and 17007 registered small scale industries are existing at present in Namakkal District. There is a good scope to promote much more industries in the above said categories in Namakkal District. The Government of India has formulated and streamlined the structure of Industries as cottage Industry, Handicrafts Industry.
Small Scale Industry (SSI), Tiny sector in SSI, Large and Medium Scale Industry which is classified by the investment in Plant and Machinery. The unit that invested within Rs.1 crore in Plant and Machinery is coming under SSI sector and when the value exceeds more than 1 crore, it is coming under Large-scale sector. The SIPCOT is taking care of the growth of the Large-scale sector unit and the SSI sector units, Cottage and Handicrafts units and Tiny Sector units are being covered under the Industries and Commerce Department.

District Industries Centre is preparing the industrial action plan for the District, once in five years for the growth of Industries. It is also conducting the SSI motivation campaigns in all blocks so as to create an awareness among the enthusiastic entrepreneurs to promote new Industries.

TOURIST PLACES

i. Kolli Hills/Kolli Water Falls

Kolli Hills is a major mountain range and is an outliner of the Eastern Ghats. It is eighteen miles (28 Kilometers) long (north south) twelve miles (19 Kilometers) wide (east/west) and covers approximately 400 square miles. The name Kolli Malai refers to the mountains' once hostile nature; the unsuspecting the unaclamatized aliens, attracted by natural beauty. Viewed from plains of Namakkal the mountain has been inhabited from prehistoric times.
times. It is much celebrated in the Tamil Literature of the Sangam period; at least eleven poets mention it in their poems. Next to the Servarayan, this is the only mountain that is still covered with remnants of rain forests.

The government reserve forests are seen in Ariyur, Puliyan Solai, Selur and Vazavandhi Nadu. An area of 2,000 hectares is in the process of reforestation. Tigers and elephants which were once common in it are now extinct; only small animals such as black bears, hares, porcupines, and wild dogs are seen.

ii. Namakkal Dhurgam Fort

The fort is on the summit of Namgiri. It is one of a few naturally strong forts steeped in bloody history of the district. It was under Mysore until is was captured by the British in 1769. It was retaken by Hyder Ali a few months afterwards and was lost again to the British in 1792. In contains the ruins of a Vishnu temple dedicated to Ethirili (Peerless ) Perumal within inscription is Sadaiyavaraman Sundhara Pandiyar. The fort covers an area of one and a half acres of flat surface and is accessible from the southwest by a flight of narrow steps.

The namam(mark) is the white and red graphic symbol of Vishnu. The symbol is depicted with two white and one red vertical lines. The Vaishnavites usually wear the symbol on their forehead.
Two rock-cut cave temples dedicated to Ananthasayi and Narasimha Swamy, are on the eastern and western sides of the rock. The temples and the images of Gods within the temples were hewn out of the living rock. As they grow naturally out of the living stuff of the earth and is sustained by the power of the rock and hill, these shrines are esteemed higher than the ordinarily built temples.

The rock also contains eight theerthams (holy water springs) the biggest of which is the Kamalayam (Home of the Lotus) sacred to the Goddess Namagiri Amman. It was the chief source of water supply for the town until water from the Kaveri was brought. The other Theerthams are Anantharama Theertham Narasimha Theertham and Serbha Theertham. Another list includes the following: Human Theertham, Lakshmana Theetham, Lakshmi Theertham, Narayana Theertham, Rishi Theertham, and Seetharam Theertham.

iii. Aiyaru River

Beautiful river, its constituent streams are Aroychi Aru, Kamappadi Moolai Aru, Maasimalai Aruvi, Nakkattu Aru, and Thazhigai Aru. It ordinates in the Siddham Kuttu Peak (4500) as Vellaipaazhi Aru. At various points of its course in the kolli malai, this river is known as the Arappali
Iswarar Aru. Beyond the Arappali Isvarar Kovil it falls down as Akaasa Gangai and flows out of the district at puliyamsolai to join with the Kaveri.

**iv. Tiruchengode Malai**

Mountain of the Holy Peak is 1923 ft high. The legends have spawned a multitude of names fit the hill such as Aravagiri, Brahmagiri, Bogimalai, Chakkiri Meru, Dhenugri. According to the Ramayana legends, the hill fell off from the Sanjivi when it was carried aloft by Anjaneya, the Monkey God. Another legend claims that the hill was the result of a combat of strength between vayu, the wind-god and Adhisesha, the thousand-head serpent king. Adhisesha coiled himself around the Himalayas and Vayu tried to dislodge him by huffing and puffing. So fierce was the resultant storm that Gods saints implored the serpent king to yield. Adhisesha slightly raised one of his hoods in order to listen better, when Vayu increased the force of wind and tore off the raised hood along with five peaks.

**v. Arthanari Isvarar Koil**

The only Siva temple in Tamil Nadu dedicated to the Halfed-woman lord. The temple is situated on the Tiruchengode mountain at a height of 465 metres. The chief deity is a statue of 5' high and is believed to have been created by sidhars out of a herbal compound. The temple also contains shrines for Murugan and Vishnu.
It is large temple whose outer walls measure 260' east-west by 198' north-south. The temple itself is 170' long and 95' wide, the main structures of the temple date back to the seventh century. Some of them (Artha Mantapam Maha Mantapam, Nari Ganapathy Mantapam, Sabha Mantabam, and Thandava Pathirai Vilasa Mantapam) were constructed in the sixteenth and seventeenth centuries. The north gate tower, built in the 150s was renovated in the 1880s. The stone images on Kumarasamy Kangayam and his four wives are on two pillars. Local traditions claim that these pillars cure the age of worshipping sufferers.

vi. Kailasanathar Koil

This Siva temple is known as the Kizh Kovil (Lower temple) with reference to its location in the town as against the Mael Kovil (upper temple of Arthanari Isvarar which is up on the hill. Its chief deity was referred to as Vikrama, Pandeesvarar after the Pandian King Vikrama who is said to have begun the construction of the temple. He has also given his name to a nearby hillock. Thiruvikrama Achalam known as Korai Kuttai. His name is also associated with the Pandisvarar of the Uchi Pillaiyar Kovil on the summit of the Thiruchengode hill.

The construction of this temple was completed mostly by Aithappa Immudi Nallathambi Kangayan of Morur in the sixteenth century. He has also
built a shrine for the Lord’s consort, Parimalavalli, or in Sanskrit, Sukuntha Konnathal Ambikai (Mother with perfumed Hair). The western tower was built in 1663 and the stone base of the 76’ high eastern entrance tower was built in 1664 by R.Kondappa Aiyan. In 1679, the assive pair of doors for this entrance was contributed by Veera Chetty. The pillars of the small but stately Nandhi hall are covered with beautiful carvings. The Brahma Theertham a well in the countryyard of the temple is accessible through an entrance in the breast of a Nandhi Knubam (hollow bull) built of brick and mortar, a design similar to the one that existed in the Raja Thottam, Salem, and the one that exists in the Sukvana Isvarar temple, Salem.
FOOTNOTES:


Poultry Map of India

- Pockets of poultry
- Major centres of consumption
- Production in million numbers

Andaman & Nicobar Islands