CHAPTER - II

PROFILE OF THE STUDY AREA

The present chapter describes the socio, economic and historical background of Tiruchirappalli district.

2.1 Tiruchirappalli District

Tiruchirappalli is one of the prominent, oldest and well off districts in Tamil Nadu. A significant part of the district is located on the banks of Cauvery. Trichy district falls under southern plateau and is passed across by Eastern Ghats. It is located at the Central part of Tamil Nadu surrounded by Perambalur district in the North, Pudukkottai district in the south, Karur and Dindigul districts in the West and Tanjore district in the East. It lies between 10° and 11°30' of the northern latitude and 74°45' and 78°50' of eastern latitude in the central part of Tamil Nadu. The general slope of the district is towards east.

The district is divided into 3 revenue divisions and 8 taluks namely Thuraiyur, Lalgudi, Manachanallur, Musiri, Srirangam, Tiruchirappalli, Manaparai and Thottiyam. The district comprises of one corporation, two municipalities, 14 blocks, 18 town panchayats,
307 revenue villages and 408 village panchayats to facilitate revenue administration.

The people of Tiruchirappalli district just resemble socio economic profiles of other districts of Tamilnadu. As a centric point it had been a meeting point for four traditional ethnic groups. The people of northern taluks of the district represent the Pallava culture, the western part reflects Kongu culture, the Souther region thickly populated by Kallars represents Pandya regions and the remaining regions represent the Chola culture. There were migrations during the rule of Madurai Nayaks who extended their sway over Tiruchirappalli area. Several Telugu artisans and agricultural communities known as Panchalas, Uppliyars, Telugu Aiyars, Seniyars(Weavers), Barbers, Odders and others moved into this area along with Reddis and Nayudus during the Vijayanagar rule.

Apart from these people, the principal castes which have inhabited Tiruchirappalli district are Vellalars, Muthiraiyars, Ambalankarans, Kallars, Udaiyars, Pallis or vanniyas, Uralis, Maravans, Tottiyars, Malayalis, Pallars, Paraiyars and Chukiliyars.

With regard to demographic composition of Tiruchirappalli District is concerned, according to the figures of the 2001 census, the total population was 24,18,366 of which the male population was
12,08,534 and the female population was 12,09,832. The number of women is higher than the men in the district. Hindus predominant in numbers comprises of 90% of the population and Christians at 5% and Muslims consist of 4% of population. The remaining 1% represents people belong to other religions.

**Tiruchirappalli Corporation**

Tiruchirapalli which is popularly known as Trichy is nicknamed as Rock city as it is a house for tiny hills standing as Giant rocks namely Golden rock, Rock Fort, Kajamalai and Tiruverumbur. The topology of Trichy is flat. It lies at an altitude of 78 m above sea level. The area of the city is 167.23 sq.kms while the urban agglomeration is spread over an area of 180 sq.kms. It is located on the banks of river Cauvery. The river Cauvery flows along WNW-SSE direction through the city.

Trichy has very hot climate, with humidity slightly above normal. The city experiences mild winters and humid summers. The timing of the monsoon in this part of the country has lately become unpredictable, with the rainy season starting from mid-October until early-November and the rains then extending until early or mid-January.
As Per the census taken in 2001, Trichy had a population of 7,52,066 within the corporation limits and the urban agglomeration had a population of 8,66,354. Recent estimates highlight the population of Trichy city to be 10,27,436, while the urban agglomeration has a population of 13,39,534. Males constitute 49.97% of the population and females 50.03%. Trichy as one among the highest literate cities has an average literacy rate of 91.45%. Male literacy is 94.17% and female literacy is 88.73%. In Trichy 9.59% of the population is less than 6 years of age.

Tamil is the official language of the city. The most widely spoken language is Tamil. The dialect of the Tamil language spoken here is the standard version of the language with a blend of Kongu Tamil. Madurai Tamil may be heard as one travels through the eastern and southern-eastern boundaries of the city. One may also hear eelathamil / Sri Lankan Tamil spoken in some parts of the city. There are also significantly large numbers of people speaking Telugu, Saurashtrian, Kannada and Malayalam.

With a fine blend of historical temples, churches and Mosques, it has a great value as a monumental city. The important temples are Rock Fort Temple, Ranganathaswamy Temple and Jambukeshwaram Temple. It has a unique pride of housing the largest number of number of chapels and Churches in India. Many of them speak
volume of unique architectural beauties of Countries such as Portugal and France and are older than 150 years. The most famous Churches are Holy Redeemer's Church (Sagayamatha Kovil), Seven Dollour Church (widely known as Palaya Koil), Our Lady of Lourdes Church (built by Jesuits) near Chatram bus stand, and The Cathedral in Melapudur (built by Jesuits), all more than a century and a half old.

As the fourth largest city in Tamil Nadu and 47th in India, it is evolving in height and width on par with other biggest cities in Tamil Nadu. With rich heritage of being an educational town it has been obsessed with popular schools (Campion Hr Sec School, St. Joseph’s Anglo Indian Girls Hr. School, E.R Hr. Sec School, St. Joseph’s Hr Sec School, National Hr. Sec School, Bishop Heber Hr School) and Colleges (Jamal Mohamed College, St. Joseph’s College, National College, Bishop Heber College, Holy Cross College and S.R.C College) which are nearing almost 200 years of establishment.

Along with popular Universities such as Bharathidasan University and Anna University-Trichy, it is proud to own national level reputed institutions such as Natioanl Institute of Technology, Indian Institute of Management-Trichy and Bharathidasan University. It is surrounded by well renowned Engineering Colleges,
Technical Institutions and business schools. It anchors a government law college and a government medical college. Two former presidents of India had their collegiate education in Trichy. Dr. R. Venkatraman graduated from National College and Dr. A. P. J Abdul Kalam from St. Joseph’s College. It paved way for the education of erudite Tamil scholars, well renowned scientists, top level administrators and eminent industrialists.

Places surrounding Tiruchirappalli are busy with different types of agricultural activities throughout the year. National Banana Research centre located near by place substantiate its agricultural friendly atmosphere. It is also evolving as an Industrial Hub as Factories of reputed public sector and private sector undertakings are located within 50 Km radius. Golden Rock Locomotive Workshop, Bharath Heavy Electricals Limited BHEL, Ordinance Factory, Heavy alloy Penetrating Plant and Dalmiya cements are a few examples that exhibit its capacity to provide job opportunities. Large scale industries, especially the above mentioned enterprises extend tremendous opportunities to many budding entrepreneurs to run ancillary industries. In no way it is far behind other bigger cities in Tamil Nadu in enjoying the reputation of accommodating popular and reputed trade establishments. As a shopping centre for its own as well as people from nearby towns, small towns and villages, it is
a location for popular textile shops, Jewel Shops, Departmental stores, Super markets, Concept based retail shops etc. Sensing the potentiality of income earning capacity of the people, Public sector (22) and private sector banks (14) along with non financial institutions have established their own branches in Trichy. Indian Over Seas Bank acts as the lead bank of Tiruchirappalli.

As a central place in Tamil Nadu, it provides connectivity by road, rail and airways to various places in native as well as in neighbor states. Road Transport directly connects almost all the cities in Tamil Nadu apart from popular cities in the neighbouring states such as Bangalore, Mysore, Trivandrum, Tirupathi etc. Several trains connecting various places in Tamil Nadu as well as neibouring states and important cities in Northern Eastern in India either originate or pass through this travel hub. Trichy airport provides direct air services to Indian cities as well as a few international cities such as Singapore, Colombo, Sharjha, Dubai, Fujairah and Kuwait.

As a city with a scope of tourism it has housed a good number of hotels and a few of them enjoy three star status.

As a Historical city, it has been ruled by popular rulers. The city is of great antiquity and has been ruled by the Early Cholas, the
Early Pandyas, Pallavas, Medieval Cholas, Later Cholas, Later Pandyas, Delhi Sultanate, Madurai Sultanate, Vijayanagar Empire, Madurai Nayaks, the Carnatic state and the British at different times. The archaeologically important town of Uraiyur which served as the capital of the Early Cholas is a suburb of Tiruchirapalli. The Nayaks, the Governors of Vijayanagar Empire, ruled this area till A.D. 1736. It was Viswanatha Nayaka who built the present day Teppakulam and the Fort. The Nayak dynasty came to an end during the days of Meenakshi. The Muslims ruled this region with the aid of either the French or the English armies, for some years. Tiruchirapalli was under the rule of Chandra Sahib and Mohamed Ali. Finally the English brought Tiruchirapalli and other areas under their control. The district was then under the hegemony of British for about 150 years till the independence of India.

People living in Trichy have a rich ancient cultural heritage. The city served as the centre of fine arts since sangam literature periods. Uraiyur, the old head and name of the city, was the capital of early Cholas. Here lived a number of great Tamil Scholars and contributed to the Tamil literature.

It is also famous for artificial diamonds, cigars, handloom cloth, glass bangles and wooden and clay toys. Pongal, the Thamizhar Thirunaal, Ugadi, Holi, Ramzaan, Bakareed & Onam are
festivals celebrated by their respective communities retaining their cultural roots.

The city is divided into three parts: the Cantonment area to the south, the temples to the north and the bazaar in the centre of the city. Most of Tiruchirapalli's hotels and government and post offices are situated in the cantonment while most of Tiruchirapalli's temples are located in the north. The Rockfort and its temple are situated in the centre of the city and surrounded by a bazaar.

There are few reserve forests along the river Cauvery, located at the west and the north-west of the city. The southern and the south-western part of the district are dotted by several hills which are thought to be an offset of the Western Ghat. Eastern ghats also pass through the district. The soil here is considered to be very fertile. As two rivers flows through the city, the northern part of the city is greener than other areas of the city.

Trichy experiences very hot climate and humidity slightly above normal. The city goes through soft winters and humid summers. The timing of the monsoon in this part of the country of late has turn out to be unpredictable and the rainy season usually starts in mid-October and ends in early-November and the rains sometimes goes up to mid-January.
Major Share Broking Companies in Trichy

- ARA Securities Ltd., Thillainagar, Trichy
- Share Khan Brokers, Trichy
- Angel Trade Share Broking Companies in Trichy
  No. 75 E/3, Sri Krishna Enclave, Salai Road, Thillai Nagar, Trichy
- ICICI Direct Share Broking Companies in Trichy
  Gr. Floor, No. B14 Colony Main Road, Thillai Nagar Colony
  Main Road, Trichy
- Reliance Securities Ltd Share Broking Companies in Trichy
  G-3, Aishwaryam, Ground Floor, Block no.27, New T.S No.11,
  Sastri Road West, Thillai nagar, Tirchy
- Religare Share Broking Companies in Trichy
  No - 100 Bhurma Colony, 1ST Floor Thiruverumbur, Trichy Thiruvarambur A
  11, 2nd floor, PL.A. Kanagu Complex 11th Cross, Thillai Nagar, Trichy
- Charoha Share Trading - Online Equity Trading and F&O
  Trading Woraiyur
- Stock Holding Corp. of India Ltd. Karur Main Road
- JRG Securities Ltd. Thennur
- Insight Sharebrokers Ltd. Contonment
- Geojit Financial Services Ltd. Thillai Nagar
- Coimbatore Capital Ltd. Thennur
❖ Anagram Stock Broking Ltd. Thennur
❖ Kotak Securities 13. ShareKhan Bharathidasan salai, Trichy
❖ Karvy Stock broking limited 60, Srikrishna arcade, Tennur high road, Trichy
❖ Aryan Share and Stock Brokers 1st Floor Ananda tower tennur.
Trichy Ward Wise Detail Map
3.1 Demographic Profile of the Respondents

Table 3.1
Age of the Respondents

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<thead>
<tr>
<th>Particulars</th>
<th>No. of respondents</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>18 to 30yrs</td>
<td>156</td>
<td>26.0</td>
</tr>
<tr>
<td>31 to 45yrs</td>
<td>228</td>
<td>38.0</td>
</tr>
<tr>
<td>46 to 60yrs</td>
<td>156</td>
<td>26.0</td>
</tr>
<tr>
<td>61yrs &amp; above</td>
<td>60</td>
<td>10.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Primary data

From the table 3.1 it is clear that among the total number of respondents 16 per cent of the respondents fell under the age category of 18 -30 years, 38% of the respondents fell under the age category of 31-40 years, 26% of the respondents fell under the age category of 46-60 years and the remaining 10% of the respondents fell under the age category of 61 years and above.