CHAPTER III

PROFILE OF STUDY AREA

PUDUKKOTTAI DISTRICT

Pudukkottai in Tamil Nadu is the sample area for this research work. Pudukkottai Samasthanam ruled by the Thondaman Kings in the pre independence era was merged with India on 03.03.1948. Pudukkottai district, formed in January 1974 out of certain pockets of the then Trichy and Thanjavur districts, has an area of 4,663 sq.km, with a coastal line of 39 kms. The district lies between 78.26’ and 79.16’ of the East West longitude and between 9.50’ and 10.44’ of the Northern latitude. It is bounded by Trichirappalli district in the North and west, Thanjavur district in the North, Sivagangai district in the south and Bay of Bengal in the East.

Administrative set up

Pudukkottai district has two municipalities, Pudukkottai and Aranthangi, and 8 Town Panchayats and 498 village Panchayats. Also the revenue wing has 10 taluks, 42 revenue Firkas and 765 Revenue Villages.

Alangudi, Karambakudi, Keeramangalam, Annavasal, Keeranur, Iluppur, Arimalam and Ponnamaravathy are the town panchayats.

Alangudi, Iluppur, Kulathur, Thirumayam, Pudukkottai, Gandarvakottai, Ponnamaravathy, Aranthangi, Avudayarkoil and Manamelkudi are the taluks attached.
Demographic Brief

The total population of the district as per 2001 census is 14,59,601 of which males and females are almost equally divided. The respective figures are 7,24,300 and 7,35,301.

Industrial Development in Pudukkottai District

The important agricultural products are Paddy, Maize, Ragi, Corn, Chillies, Groundnut, Sugarcane, fruits and vegetables, Cotton and Cashew. The important minerals available in this district are clay, ochres, gneises, rocks, quartz, pinkgranite, sand stone and lime stone. The main forest produce are eucalyptus, cashew and fuel wood. The district has 15 major fishing villages, in Aranthangi, Avudaiyarkovil and Manamelkudi Blocks.

As the district is agriculture oriented, there is lack of entrepreneurship among the people for starting industries. To encourage the entrepreneurs, Government of Tamil Nadu has announced many subsidies and concessions.

Prospective Industries to be started in Pudukkottai District:

In the coastal areas of this district, there appears to be good scope for fisheries like, fish processing, manufacturing of fish meal, fabrication, servicing and repairing of mechanized boats, ice plants, cold storage and articles from conch. As there are about 250 acres of salt pans in Manamelgudi, people may come forward to start salt based industries. A big boat building yard may also be planned for fabrication of motorized boat.

Mineral based industries like mechanized bricks, Mangalore tiles, Ceramic and mosaic tiles, Attangudi tiles, granite cutting and polishing, blue metal jelly,
quicklime, white cement. etc, can also be started in this district. A big project for granite cutting and polishing may also be considered. Cement plant with higher capacity may also be considered.

In Pudukkottai district, forest based industries like manufacturing of paper, gums, sawmill, agro based industries, polymer and chemical based industries, textiles industries, automobile ancillaries, cashew based units, bone meal, solar equipments, poultry and poultry feed, cattle feed and leather products may be successful ventures for new entrepreneurs. With the plenty of eucalyptus trees here, a modern paper plant may be started.

In the hardware sector, assembling of computers, hardware maintenance, manufacture and supply of stationeries, furniture and consumables have good scope in future.

**WOMEN ENTREPRENEURS IN PUDUKKOTTAI DISTRICT**

Total number of women entrepreneurs registered permanently in DIC during 1999 - 2000 is only 68. But in 2007 - 08 the number registered in District Industries Centre increased to 600.