CHAPTER-III

PROFILE OF THE STUDY AREA

In this chapter, an attempt has been made to describe the profile of the study area and the study blocks. The profile of the study area - Namakkal district have been analysed in terms of location, geography, area, agriculture, industry etc., and explained in the first section. The second section presents the sample block profile, in this chapter.

3.1. NAMAKKAL DISTRICT

Namakkal is a little known town south of Salem (50 Kms.) in Tamil Nadu which is today the epicenter of Poultry activity for table production. The nearest railhead is Salem on Chennai - Coimbatore route and also connected to Bangalore. Namakkal is also famous for its temples and truck bodybuilding.

The poultry activity is 4 decades old and it has grown from backyard to Industrial Poultry and further in the past 5 years. Namakkal has graduated as the major export center for Table eggs to UAE and Gulf.
3.1.1. Location and Area

Namakkal District is a newly formed district from Salem district. It is functioning from 1.1.1997. It consists of 4 Taluks namely Namakkal, Rasipuram, Tiruchengode and Paramathi Velur. The district is bounded by Salem on the north, Karur on the south, Trichy and Salem on the East and Erode on the West.

The geographical area of the district is 3429.39 sq.kms, which lies between 11.00 and 11.360 North latitude and 77.280 and 78.300 east longitude. For administrative purposes, the district has been divided into 2 Revenue Divisions, 4 Taluks, 30 Revenue firkas and 454 Revenue villages. The district includes 5 municipalities, 15 Panchayat Unions, 20 Town panchayats and 334 village Panchayats.

Table 3.1.

<table>
<thead>
<tr>
<th>SI. No.</th>
<th>Taluks</th>
<th>Blocks</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Namakkal</td>
<td>Namakkal, Puduchatram, Sendamangalam, Erummapatty, Mohanur, Kolli Hills</td>
</tr>
<tr>
<td>2.</td>
<td>Rasipuram</td>
<td>Rasipuram, Vennandhur, Namagiripettai</td>
</tr>
<tr>
<td>3.</td>
<td>Paramathi</td>
<td>Paramathi Kabilarmalai</td>
</tr>
<tr>
<td>4.</td>
<td>Tiruchengode</td>
<td>Tiruchengode Mallasamudram Elachipalayam Pallipalayam</td>
</tr>
</tbody>
</table>

Source: District Industries Centre, Namakkal.
3.1.2. Historical Background

Thiruvarakkal as it is mentioned in the inscription found on the north west and south walls of the deserted temple on the hill since it produces major part of engines sent to other parts of our country, and is also called “Poultry Town” as it contains quite a number of poultry farms and also now called as “Egg City”.

The Rock Fort in Namakkal is a special feature of the town. The fort covers an area of one and acres of flat surface and is accessible from south west by a flight of narrow steps. Namakkal was in the hands of Atikula King called Gunasila who had married with Pallava dynasty. Later the Taluk was ruled by the Cholas in the Kongu Mandalam which has overrun by the Cholas in the 9 century and passed on the Vijayanagar under the Vikrogultry of madurai.

Namakkal was held by Killedhar (caption) on Hyder Ali Unit was captured by the British in 1768.

The Northern portion of Namakkal are mountainous and the southern areas are plains. The chief rivers run through in the district are Muthu Aaru. The cauvery flows south and south west 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 1300 mtrs. Height above sea level. In Kolli hills the Malaiyali’s are the prehistoric Tribals ‘Valvi Ori’ one of the king of Kadai Yelu Vallal was ruled this hilly area. The famous Siva temple Arappaleeswarar was originally a retreat of the Jain Monks prior to its Hindusation. The another famous water falls namely, ‘Agash Ganga’ situated near the temple.

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 and 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. Tranker lorries are in Namakkal district. Therefore it is also called ‘Lorry Transport City’. The famous Tamil Poet “Namakkal Kavingar Ramalingam Pillai” was born in this district. More and more private educational / technical institutions are coming up in recent years, which is blossom for the district. The fanis Anjaneyaswami status which has its height of 6.7 mts. was built in 996 AD. The Narasimma Swamy Temple along with Amman temple are situated behind the west of the Rock Fort in the heart of the town.
Namakkal district is mingling with all natural resources and the enthusiastic nature of the people. It is having the rapid growth in day by day with the workmanship proficiency and proficient nature of the entrepreneurs.

The suitable climate of this district, soil nature and the best nature of the people to succeed in life by setting up of some new ventures that leads this district in an astonishment development in the ascending manner. The ability and the efforts of the entrepreneurs of this district get the every success and thereby the economy is being raised. Agriculture, industry and business activities are in twisting with one another in Namakkal district and the enthusiastic entrepreneurs are gearing up it to an improving environment position. Rasipuram is another important Taluk in Namakkal district. The chief industry of the town is weaving. Puttunool Karar who belongs in Sourastra Community lives in large numbers in this town together with Kailolar. They are weaving cotton cloth and silk sarees. Another important aspect in the Taluk is the sago production. Nearly 176 sago factories are located in and around the Rasipuram Taluk. Sago and Starch production in this area are exported to other countries Ghee production is also famous in Rasipuram Taluk.
Tiruchengode is a town of cultural and historical importance, in the 19th century, it was the home of the Tamil Academy called “Pulavar Sangam”. Nearly 37 spinning mills and more than 10,000 power looms are functioning in this area. One sugar mill and paper mill functioning under private sector. Tiruchengode famous for Bore well vehicles more than 2000 vehicles are engage in digging of bore wells are over India. The large number of power looms and handloom industries are functioning in this Taluk, Arthanareeswarar temple in Tiruchengode is one of the Piligrimage centre.¹

3.1.3. Agriculture

Agriculture is the predominant profession in this district. Since this district is mostly constituted with village area the agriculture is in good nature. The people of the district are very eager in doing the Agriculture by producing the food crops and commercials crops simultaneously. More than 70% of the population of this district depends upon the agriculture.

The famous Cauvery River flows in the Paramathi Yelur Taluk. It helps more Irrigation of lands in Paramathi Velur and Mohanur blocks. The Mohanur co-operative sugar mills is situated in Paramathi Velur Taluk in Mohanur block..

¹ Office Records, District Industry Centre, Namakkal District, 2002.
Since the Namakkal district covers mostly with small farmers there are good scopes in setting up of poultry, dairy and sheep and goat rearing units in and combined manner with there routines agricultural activities. Rasipuram Taluk in this district is famous for the ghee production. In following of there activities it is facilitate to commence huge no. of biogas plants and thereby the production of natural fertilizers for agricultural purposes is also in viable process.

Namakkal district will have the average rainfall of 841.4 m.m. Two monsoons are in favour in this district. Particularly the north east monsoon is very much favour in the rainfall.

Namakkal district is having the wealth in irrigation in partly with the coverage of Cauvery river areas in Tiruchengode and Paramathi Velur Taluks. Mainly the well irrigation with bore wells are being adopted for cultivation. The ground water sources depend upon the rainfall of the 2 seasons. There are many small reservoirs, which are feeding the ground water sources to face the needful in agricultural purposes.

In the places where irrigation sources are good, the paddy, sugarcane and other wet crops are being raised. Cash crops like tapioca, groundnut, cotton, oil seeds etc are grown in seasonable
3.1.4. Demography

Table 3.2.

<table>
<thead>
<tr>
<th>Area and population of Namakkal District</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Area (Sq.km) Census 2001:</td>
</tr>
<tr>
<td>ii) Population</td>
</tr>
<tr>
<td>a. Male</td>
</tr>
<tr>
<td>b. Female</td>
</tr>
<tr>
<td>c. Rural</td>
</tr>
<tr>
<td>d. Urban</td>
</tr>
<tr>
<td>iii) Density</td>
</tr>
<tr>
<td>iv) Literates</td>
</tr>
<tr>
<td>v) Main workers:</td>
</tr>
<tr>
<td>a. Total workers</td>
</tr>
<tr>
<td>b. Male workers</td>
</tr>
<tr>
<td>c. Female workers</td>
</tr>
<tr>
<td>d. Rural workers</td>
</tr>
<tr>
<td>e. Urban workers</td>
</tr>
<tr>
<td>f. Cultivators</td>
</tr>
<tr>
<td>g. Agricultural workers</td>
</tr>
<tr>
<td>h. Household industries</td>
</tr>
<tr>
<td>i. Other workers</td>
</tr>
<tr>
<td>j. Marginal workers</td>
</tr>
<tr>
<td>k. Non workers</td>
</tr>
</tbody>
</table>

Source: District industries centre, 2001

Table 3.2 reveals that the total population was 2645430. In this total population male population was 674765 and the female population was 647950. The density was working in various field. Out
of 2436721 the male workers was 427930 and the female workers was 238407. In Namakkal district the marginal workers was 34915 and non-workers was also increased like 621403.

The sex ratio of the population is 967 females per 1000 males. Population density works out to 450 persons per sq.km. The proportion of SC and ST are 22.73 (%) and 3.91 (%) respectively. There are 640211 iterates and literacy rate of the district is 48.40%. The working population of the district is 4.84 lakhs accounting for 36.59% of the total population. Rain fed areas supplemented by ground water resource. Tapioca, cotton, groundnut are grown extensively throughout the district. Besides these crops vegetables like brinjal, ladies finger, tomato are also grown in this district. Mango cultivation also is introduced in this district.

3.1.5. Poultry

Namakkal was the motherland of poultry development in Tamil Nadu state. The poultry development in this district happened since because of the suitability ideas of the occupations. The poultry development had been launched in a flinkering level in the initial stage and it has faced in an abnormal growths and developments in this district in the way of getting the marketing sources next to Andhra Pradesh in our country.
Table 3.3.
Livestock Population in Namakkal District

<table>
<thead>
<tr>
<th>Livestock</th>
<th>Livestock Population</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cattle</td>
<td>2,08,757</td>
<td>1.48</td>
</tr>
<tr>
<td>Buffaloes</td>
<td>2,81,727</td>
<td>2.00</td>
</tr>
<tr>
<td>Sheep</td>
<td>1,80,279</td>
<td>1.28</td>
</tr>
<tr>
<td>Goats</td>
<td>3,50,479</td>
<td>2.49</td>
</tr>
<tr>
<td>Other livestock</td>
<td>1,27,916</td>
<td>0.91</td>
</tr>
<tr>
<td>Poultry</td>
<td>1,29,06,474</td>
<td>91.82</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,40,55,632</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: J.D/ AH, Namakkal Collectorate, 2005-06

Table 3.3 shows that the livestock population of the Namakkal district. The poultry population was 91.82. It has the highest livestock in this district. The other livestock were 0.91%. It was very low. The Namakkal district was suitable for poultry farming.

Because of the enormous rate of growth and development in this field a very number of downstream industries are automatically flourished in these districts. They are classified as poultry feed and animal feed, poultry, medicines, feed supplements, fishmeal, shell grit crushing and other downstream industries of this sector.

Thus the development of sago and starch industries, poultry and its allied activities provides the significant employment opportunities in this district. These activities are in base in establishing of many transport units like tempo, van, lorry etc. In Namakkal district there are about 570 sago factories and 800 number of poultry units in existence.
3.1.6. Literacy

The people of this district are in keen interest in education. In the previous generations there was much slogans occurred in education since the people on that were mainly diverted in the family professions in agriculture etc. But in the latter stage there is an alertness involved in the midst of the people to educate the children in all families. Hence the percentage on the non going of children to school is very much minimized in the present situation.

Previously there were minimum number of educational institutions in Namakkal district. But there is a huge number of educational instructions have come up in this region.

3.1.7. Transport

When the word transport spells suddenly the name of Namakkal will arise in the mind. Transport facilities in Namakkal district in an easily access to even a small hamlet and had been connected all villages by Pukka Roads. Even though the Kolli Hills is totally hill areas the entire hill areas are covered with ring roads on good transportation facilities and since because of this hill area has arisen in an abnormal manner. Introduction of the mini bus services facility fulfils the needs of each and every small hamlets of this district. Since the railway lines restricted in total the major transport is by means of road only.
The Salem, Karur Railway proposal is under progress and it is crossing this district. This leads to this district in facing good transport facilities. One National Highway crosses this district.

3.1.8. Forest

A sizeable area is 47,199 hectares of this district is being covered with forest area. The forest areas mostly found in hill ranges. Most valuable products like sandalwood, eucalyptus, tamarind, bamboo and teakwood and other hard and soft fuel wood are considerably available at the forest areas. The present chapter explaining the profile of the study area - Namakkal district. The profile includes the area, demography, topography, agriculture, trade, industry, transport, river soil, minerals and other infrastructure facilities etc.

3.1.9. Industries

In Namakkal district the textile field with the modernization process is having good scopes to promotes spinning mills, mechanized dyeing factory, textile processing, readymade garments, turkey towels etc.

Naturally Namakkal is in the wealth of minerals resources like calcite, quartz, bauzite etc.

With these rich natural resources a varieties of industries have extensive potential in the field of abrasives, asbestos based industries and other industries.
Namakkal is having the best resource in the cultivation of agricultural products like paddy, groundnut, tapioca, cotton, turmeric, sugarcane etc. a part from all these products this district is in wealth conditions in growing of coconut and caster. The climate, rainfall, and humidity are in best suitable condition to cultivate all these products with a highly yield in nature.

Since tapioca is of course a medicine crop of dry and wet the exact climate and rainfall exists in this districts are very suitable in this crop, and hence, it leads to the better yield of tapioca per hectare. In the better yield of tapioca per hectare. In the consequences establishing many number of sago manufacturing units.

The products of starch and sago are mostly produced by country method and in/eacent technological copying with the developed nations it is being modernized in the hygiene process. This kind of attitude facilitates to export these products.

The starch is mainly used for textiles and adhesives purposes. Sago is mainly used as a food product and very particularly the people in northern states of our nation are mainly consumed a sago as a delicious. In the above said consequences Namakkal district is in pre dominant position in producing the products of sago and starch which
are having the all India market sources. Hence, there are good scopes to promote much more number of sago and starch units in these districts.

The skill nature of the people of Namakkal district is very appreciable. Every family members of this district will have an ambition to earn as much with the availability of skills with them. In such type of formulation the ideas in forming the transport unit raises naturally.

In the parallel growth of poultry and sago units with the above said skillful ideas of the occupants the transport field possessed an development automatically and with the enormous growth of transport vehicles threshed in promotion of downstream units like lorry body building, tinkering and welding, panting, repairing of automobile engine and lorry chassis bend removing etc. there are about 1960 registered transports units are in existence in small scale sector.

The another important aspect of skillful nature of this district in the field of textile industry. Naturally next to agriculture the people of this district had an interest in working the textile field from the ancient days and hence there were a huge number of handloom industries were seen in the past period.
In subsequent, development in the textile field most of all these handloom sector people had a diversification in power loom sector. Hence, thousands and thousands of power loom units are grown in this district.

In Namakkal district the growth of need based industries fetched an important roll. In an suitable manner to meet out the needs of the economically developed people of this district the need based industries like pharmaceutical units, Xerox copying, computer data processing, rig services, JCB servicing, electrical and electronic units are automatically raised and there are ample scope for much more development of need based industries in this district.

3.1.10. Electricity

The entire Namakkal district is totally electrified since the irrigation is due to mainly with electrical pump sets consumption of electricity is mentioned as follows:
Table 3.4.

Electricity used in Namakkal District

<table>
<thead>
<tr>
<th>Type</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Agriculture</td>
<td>66,820 kwh</td>
</tr>
<tr>
<td>b. Industry</td>
<td>47,100 kwh</td>
</tr>
<tr>
<td>c. Commercial purposes</td>
<td>3,450 kwh</td>
</tr>
<tr>
<td>d. Domestic purpose</td>
<td>13,450 kwh</td>
</tr>
<tr>
<td>e. Public lighting and water walls</td>
<td>1,697 kwh</td>
</tr>
<tr>
<td>f. No. of pump sets energized</td>
<td>53771</td>
</tr>
<tr>
<td>g. No. of village electrified</td>
<td>449</td>
</tr>
<tr>
<td>h. No. of hamlets electrified</td>
<td>1803</td>
</tr>
</tbody>
</table>

Source: District Industries Centre, Namakkal.

3.2. SAMPLE BLOCK PROFILE

The Namakkal district consists of four taluks, namely, Namakkal taluk, Rasipuram taluk, Paramathivelur taluk and Thiruchengode taluk. The study covered two blocks from each taluk namely Namakkal block, Pudhuchatram block, Paramathivelur block, Kabilarmalai block, Elachipalayam block, Mallasamuthram block, Rasipuram block, Vennanthur block. The brief profile of the sample block of given below:

3.2.1. Namakkal Block

Namakkal block is located on the east western region of the Namakkal district. It is bounded on the west by Paramathi block and north by Pudhuchatram block, on the east by the Erumaipatti block and
on the south by Mohanur block. The total population of the block is 122046 persons, as per 2001 census. Cent per cent of population of this block is rural in character. The scheduled castes and scheduled tribes covers 24.58 percent of the total population.

The net irrigation area in the block, as per 2001 census, is 2,600 hectares which is 20.50 per cent of irrigated area to net area sown. Of the net irrigated area, 200 hectares are irrigated with tanks, 101 hectares with tube wells, 2300 hectares with dug wells, and there is no other sources of irrigation in the study block. The gross cropped area in the block is 13,497 hectares. The area under food crops like paddy, millet, ragi, combu, cholam, etc., are cultivated in 19.43 percent. The area under commercial crops like groundnut, sugarcane, cotton, chillies, etc., are cultivated in 27.44 percent and other crops cultivated in 53.12 percent in the block.

Of the total workers 5.41. per cent are cultivators 7.94 per cent are agricultural labourers, 2.03 per cent are engaged in household works 14.11 per cent are engaged in other works and 1.64 per cent are margin workers 39.73 per cent are non-workers. Thus 29.11 per cent of main workers are engaged in agriculture sector. All villages in the block are electrified.
The total number of agricultural holdings in the block are 13,003. Of this, 59.93 per cent of holdings are less than 1 hectare, 27.26 per cent of holdings are between one and two hectares, 6.97 per cent of holdings are between two to four hectares, 5.36 per cent of holdings are between four to ten hectares, 0.46 per cent of holdings are ten acres and above in the Namakkal block.

The total livestock population of Namakkal block is 19,10,988. Of this 0.46 per cent are cows and 99.21 percent are poultry population. Majority of the population is only poultry and other livestock population are very low level.

Namakkal block is highly developed in nature, There are one large scale and 3 small scale, 25 Khadi and village industries units and 3 power looms industries were situated in this block, and they are providing employment opportunity to the people living in an around. Most of the people in this block are employed in poultry industry.

3.2.2. Pudhuchatram Block

Pudhuchatram block is located on the north eastern region on the Namakkal district. It is bounded on the east by the Sendamangalam block, west by the Elachipalayam block and north by the Rasipuram block and south by the Namakkal block. The total population of the
block is 68158 persons as per 2001 census. Cent percent of the population of this block is rural in character. The scheduled castes and scheduled tribes cover 24.78 percent of the total population.

There is no town Panchayat and townships in this block. There are 27 revenue villages and 21 Panchayats and 110 inhabited villages in the Pudhuchatram block. All the villages in the block are electrified.

Of the total workers, 0.33 percent are main workers, 16.90 percent are cultivators, 45.32 percent are agriculture labourers, 2.25 percent are household workers, 29.12 percent are other workers. 9.10 percent are marginal workers, and 2.95 percent are non-workers in the Pudhuchatram block. The net cultivated area is 21,129 hectares.

The total livestock population of Puthuchatram block are 12,55,777. Of this, 0.19 percent are plough animals, 1.08 and 0.80 percent are buffaloes and cows. 10.32 percent are goat and pigs, 87.59 percent in poultry, in this block. Poultry farming is the main business in the Pudhuchatram block.

The total number of agricultural holdings in the block are 7049. Of this 36.51 percent of holdings are less than one hectare, and there is no one and 2 hectare, 34.23 percent of the holdings are between 2-4 hectares, 26.52 percent of the holdings are between 4 - 10 hectares and 2.72 percent of the holdings are between 10 and above.
There is no large scale industries and Khadi and village industries. 13 small scale industries, 4 power loom industries, 4 handloom industries, and 5 handicraft industries running in this block. Normal rainfall is 710.8 (in mms) and average rainfall is 523 (in mms) in the last six years in this block.

3.2.3. Paramathi Velur Block

Paramathi was one of the seventeen administrative division of Baramahal under Mysore rule. It was one of the 27 Taluks (added by Tippusultan to the company in 1792), under the administrative of Alexander Read. It become one of the nine Taluks of the Southern Paramahal and Salem. It then centenned. The Zamindari estates of Chittor Nanjan Udayar, Nellur Pandamangalam, Paramathi Attur, Velur and Venkarap. An English geologist observe in 1845 that corundum, ruby and suphire are all known to have existed in Paramathy Taluk. This Taluk was observed in Namakkal Taluk probably in 1802. It was recreated again in 1989 as Paramathi Velur Taluk.

Paramathi Velur block is located on the south western region on the Namakkal district. It is bounded on the east by Mohanur block, on the north by Elachipalayam block, on the south and on the west by Tiruchencode & Kabilarmali. The block has an area about 220 square
kilometers. The total population of the block is 73280 persons, as per 2001 census. Cent percent of the population of this block is rural in character. The scheduled castes and scheduled tribes cover 20.01 percent of the total population. The density of the population of the block is 318 persons per square kilometers.

There are 2 town Panchayat, 22 village Panchayats, 26 revenue villages in the Paramathy Velure block.

Of the workers, 9.6 percent are cultivators, 10.13 percent are agricultural labourers, 7.11 percent are household industry workers, 4.81 percent are other workers, 3.02 percent are marginal workers, 34.78 percent are total workers and 30.42 percent are non-workers in this block.

All villages in the block are electrified. There are 56 primary schools, 2 middle schools, 6 high schools and 5 hospitals and only one primary health centre in this block. There are 7 post offices, 3 telegraphic offices, 3 police stations, 32 price shop centers, 2 cooperative societies and 1 veterinary hospital and 3 veterinary dispensaries are running in this block.
The net cultivated area is 59315 hectares which is 25.45 percent of the total area of the block. There is no area under forests and 5.75 percent of the total area are not available for cultivation. The uncultivated area and current fallow lands constitute 1.96 percent and 1.79 percent of the total area respectively.

The net irrigated area in the block, as per 2001 census, is 14913 hectares which is 46 percent of irrigated area to net area sown. Of the 80 percent of gross cropped area to net area sown, the per capita net area sown is 21 percent. The gross irrigated to gross cropped area is 38 percent in this block.

The total number of agricultural holdings in the block are 10,000. Of this 42.42 percent of the holdings are less than 1 hectare, 19.16 per cent of the holdings are between one and two hectares, 28.52 per cent of holdings are between two to four hectares, 9.55 per cent of holdings are four to ten hectares and only 0.35 percent are equal to 10 hectares and above in the Paramathi Velur block.

The total livestock population is 77,33 as per 2001 census. The plough animals is 6.17 percent, buffaloes is 10.30 percent, 8.40 percent are cows, 5.53 percent are goat and pigs, and 69.57 percent are poultry population in this block. In this block, 46 small scale units, 56 power loom units, and 150 handloom units are functioning in this block.
3.2.4. Kabilarmalai Block

Kabilarmalai block is situated in the western end of the Namakkal district. It has 30 revenue villages. There are 3 town Panchayats and 20 Panchayat in this block. The area of the block is 214.30 square kilometer, having the population of 82490 persons, as per 2001 census. The scheduled caste and scheduled tribes cover 59.75 percent of the total population. Cent percent of the population of this block is rural in character. All villages in this block are electrified.

There are 53 primary schools, 6 middle schools, 5 high schools and 3 higher secondary schools and one art college - private in this block.

The river Cauvery runs through the southern and western end of this block. 23 villages of the block are benefited by the Cauvery river, on the riverbed area, the main crops raised are paddy, banana, sugarcane, groundnut, turmeric and Betel leaves. The river is main irrigation source in this block. In dry villages, the main crops cultivated are Cholam and Groundnut.

In the block headquarter, i.e., in Kabilarmalai, lard Muruga temple is there. During the Thaipoosam, large number of devoters comes to this temple and worship lord Muruga. The devotees worship are lakhs in numbers.
There is no forest in this block. The barren and uncultivable area is 2376 hectares and 1903 hectares of land put to non-agricultural uses. The 611 hectares are cultivable waste, 816 hectares permanent pasture and other growing lands, 89 hectares of land under miscellaneous tree crops and groves not included in net area sown. 611 hectares are current fallous, 2060 hectares are other fallow lands, 12964 hectares are net area sown in the Kabilarmalai block. Total cultivable gross area in this block is 15234 hectares. Cropping intensity is 117.51 hectares in the block.

Of the total workers, about 13.61 percent are cultivators, 6.79 percent are agriculture labourers, 3.45 percent are household workers, 13.91 percent are other workers, 4.33 percent are marginal workers, and 36.17 percent are non-workers in this block.

The total number of agricultural holdings in this block are 11999. Of this 52.00 percent holdings are less than one hectare, 34.53 percent holdings are between 1 - 2 hectare, 9.95 percent holdings are between 2-4 hectare, 2.54 percent holdings are between 4 - 10 hectare, 0.95 percent holdings are 10 and above hectare, in the Kabilarmalai block.
The total livestock population in Kabilarmalai block are 95,201. Of this 1.58 per cent are Plough animals, 9.71 per cent are buffaloes, 6.89 per cent are cows, 7.52 per cent are goat and pigs, 74.28 per cent are poultry. It is high level percentage to the Kabilarmalai livestock population.

There is no large scale industry, power loom industry, handicrafts industry in the study block. Only 2 small scale industries, one Khadi and Village Industry, 514 handloom industries are running in the Kabilarmalai block.

3.2.5. Elachipalayam Block

Elachipalayam block is located on the north western region on the Namakkal district. It is bounded on the east by the Puduchatram block, west by the Tiruchengode block, North by the Mallasamuthram block, south by the Paramathi and Namakkal block. The block has an area about 23212.69 square kilometers. The total population of the block is 74647 persons, as per 2001 census. Cent percent of population of this block is rural in character. The scheduled castes and scheduled tribes cover 28.12 percent of the total population. The normal rainfall receipt is 381 (in mms) and average rainfall is 585 (in mms) for last six years. There 29138 persons are literates in this block.
Of the total workers, 2.19 percent are main workers, 17.06 percent are cultivators, 58.75 percent are agriculture labourers, 0.15 percent are household workers, 13.74 percent are other workers 7.91 percent are marginal workers, 0.17 percent are non-workers in the Elachipalayam block.

The net irrigated area in the block, as per 2001 census, is 4036 hectares which is 25.23 percent of irrigated area to net area sown. Of the net irrigated area, 75.41 hectares with canals, tanks with 16 hectares, 3810 hectares with dug wells, 134.59 hectares with others, 6391 hectares with wells for irrigation, and 1531 hectares with wells not in use. There is no reservoirs in this block.

The gross cropped area in the block is 15039 hectares. The area under food crops like paddy, Ragi, Cholam, Cumbu, Pulses, etc., are cultivated in 49.07 percent. The area under commercial crops like groundnut, sugarcane, cotton, Chillies, banana, black gram, etc., are cultivated in 50.01 percent and other crops cultivated in 0.92 percent in the block.

The total number of holdings of Elachipalayam block are 10,266. Of this agricultural holdings, 23.02 percent are less than one hectare. 46.06 percent holdings are between 1 and 2 hectares, 22.39
percent holdings are between 2-4 hectares, 7.96 percent holdings are 4-10 hectares, 0.54 percent holdings are 10 hectares and above in this block.

The total livestock population are 3.04,635 in the study block. Of this, 1.68 percent are plough animals, 2.55 percent are buffaloes, 1.05 percent are cows, 7.84 percent are goat and pig, 86.85 percent are poultry in the Elachipalayam block.

There is no large scale industry in this block. 183 small scale industry, 3 Khadi and village industry, 2813 industry, 320 handloom industry and 2 handicraft industry in the Elachipalayam block.

3.2.6. Mallasamuthram Block

Mallasamuthram block is located on north Western region of the Namakkal district. It is bounded on the east by Rasipuram and Vennandur block south by the Elachipalayam block, west by the Tiruchengode block, North by the Salem district. The total population of the block is 54289 persons as per 2001 census. Cent percent in rural in character. The scheduled castes and scheduled tribes covers 73.29 percent of the total population. The average rainfall is 720.30 (in mms) in the block last six years.
The net irrigated area in the block as per 2001 censuses is 2327 hectares which is 38.24 percent of irrigated area to net area sown. Of the net irrigated area, 10 hectares are irrigated with channels, 30 hectares are irrigated with tanks, 317 hectares are irrigated with tube wells, 305 hectares are irrigated with dug wells, 890 hectares are irrigated with gross irrigated area, 317 hectares are irrigated with tube wells, 360 hectares are wells irrigation, wells not in use is 107, in this block.

Of the total workers, 26.47 percent are main workers, 19.85 percent are cultivators, 44.11 percent are agriculture labourers, 1.83 percent are household workers, 3.86 percent are other workers, 1.88 percent are marginal workers, and 1.97 percent are non-workers in the Mallasamuthram block.

The total number of agricultural holdings in Mallasamuthram block are 7,530. Of this 61.46 percent are less than one hectare, 18.81 percent holdings are between 1 and 2 hectare, 17.76 percent holdings are between 2-4 hectares, 1.72 percent holdings are between 4-10 hectares and 0.22 percent holdings are 10 hectare and above.
The total livestock population in the Mallasamuthram block is 7,30,522. Which consists of 0.32 per cent Plough animals, 0.87 per cent buffaloes, 0.59 per cent cows, 2.37 per cent goat and pigs, 95.82 per cent of poultry population in this block.

There is one large scale industry, 439 power loom industry, 1017 handloom industry and only one handicraft industry are running in this block.

3.2.7. Rasipuram Block

Rasipuram block is located on north eastern region in the Namakkal district. It is bounded north by the Vennandur block and east by the Namagiripet block, south by the Pudhuchatram block. Of the total population of the block 64845 persons, as per 2001 census, the scheduled castes and scheduled tribes covers 25.12 percent of the total population. There are 22 villages in this block. All villages are electrified. The literates are 32990 persons in this block.

Of the total workers, 26.76 percent are cultivators, 73.23 percent are agriculture labourers in the Rasipuram block. The average rainfall is 717 (in mms) in last six years. There are 17623 hectares in the cropped area. 48.66 percent are net area sown in this block.
Of the 689 hectares with tanks, 610 hectares with tube wells, 2430 hectares with dug wells, 3729 hectares with gross irrigated area, 435 hectares are tube wells. There are 4493 wells for irrigation, 112 wells not in use, 11 reservoirs in the Rasipuram block.

The total number agricultural holdings in Rasipuram block are 6,341. Of this, 33.11 percent holdings are less than one hectare, 47.46 percent holdings are between 1 to 2 hectare, 18.76 percent holdings are between 2-4 hectares, 0.47 percent holdings are between 4 - 10 hectare, 0.17 percent holdings are 10 and above hectare in the Rasipuram block.

The total livestock population in Rasipuram block are 3,50,574, which consists of 0.60 percent of plough animals, 1.91 percent of buffaloes, 1.95 percent of cows, 1.93 percent of goat and pig, 93.59 percent of poultry in Rasipuram block.

There is a large scale industry, 158 small scale industries, 1892 power loom industries, 3252 handloom industries in the Rasipuram block.

3.2.8. Vennandur Block

Vennandur block is located in north eastern region in Namakkal district. It is bounded east by the Namakkal block, south by Rasipuram block, west by Mallasamuthram block, North by Salem district. There
are 32 villages in the Vennandur block. Of the total population (71363 persons) as per 2001 census, the scheduled castes and scheduled tribes covers 24.27 percent. All villages are electrified in the Vennandur block. Cent percent rural in character. The average rainfall is 712.3 (in mms) in the Vennandur block.

Of the total food crops, 18462 hectares are food crops. 49.88 percent are net area sown in this block. Paddy, Ragi, Cholam, Cumbu, etc., are 13.40 percent in the food crops. There are commercial food crops like groundnut, Sugarcane, Tapioca, cotton, etc., are 25.85 percent in Vennandur block. 60.74 percent are other food crops in Vennandur block.

There are 2607 hectares of land irrigated with dug wells, 4423 wells are used for irrigation in Vennandur block.

The total number of agricultural holdings in Vennandur block are 6,503. Of this, 53.05 percent holdings are less than one hectare, 27.72 percent holdings are between 1 - 2 hectare, 17.54 percent holdings are between 2-4 hectare, 1.59 percent holdings are between 4 - 10 hectare, 0.07 percent holdings are 10 and above in the Vennandur block.
The total livestock population in Vennandur block are 3,50,574. Of this, 0.58 percent are plough animals, 0.51 percent are buffaloes, 0.41 percent are cows, 2.63 percent are goat and pig and 95.85 percent are poultry population in Vennandur block.

There are 5 large scale industries, 15 small scale industries, 170 power loom industries, 1550 handloom industries are running in the Vennandur block.

The brief profile discussed in this chapter would pave the way for the analysis of poultry entrepreneurship in Tamil Nadu state, especially, the Namakkal district.