CHAPTER - IV

PROFILE OF THE STUDY
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GEOGRAPHICAL FEATURES OF NAMAKKAL

Namakkal district a newly formed district from Salem Dt. is functioning from 01.01.1997. It consists of 4 Taluks namely Namakkal, Rasipuram, Tiruchengode and Paramathi Velur and all these places are noted for religious and secular monuments. 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 3363.35 Sq.Km. Which lies between 11.00° and 11.36° North Latitude and 77.28° and 78.30° East Longitude.

The District has been divided into 2 Revenue divisions, 4 Taluks, 30 Revenue Firkas and 454 Revenue Villages (including group villages). For Developmental purpose, the district has been divided into 4 Municipalities, 15 Panchayat unions, 20 Town Panchayats and 331 Village Panchayats.

Various Names of Namakkal

Thiruvaraikkal’ 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 Eggs 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 half 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 over run by the Cholas in the 9th Century and passed on to Vijayanagar under the Virooyaltry of Madura. Namakkal was held by Killedhar (Caption) on Hyder Ali until it was captured by the British in 1768.
The Rock Fort in Namakkal is a special feature of the town. The fort covers an area of one and a half acres of flat surface and is accessible from the south west by a flight of narrow steps. It is from this Rock, Namakkal derived its name. By road to Namakkal is conveniently reached from important cities in Tamilnadu. The town sprang up around the rock, it is further divided into two sections, namely the Kottai (fort) area on the west and the Pettai (business) area on the East.

Hills in Namakkal District

Kolli hills situated in Namakkal is a major mountain range and is an outlines of the Eastern ghats and it has an area of 282.92 sq. km. Some part of the Eastern portion of the hill lies in the Perambalur District. Kollimalai on the Western, Eastern and southern sides rise abruptly from the plains and on the northern side ascend to the plains by numerous long and gently sloping spurs.

Rivers and Tanks

The Northern Portion of Namakkal are mountainous and the southern areas are plains. The rock contains eight "Theerthams" (holy water tanks), the biggest of which is known as Kamalalayam (home of Lotus) sacred to the Goddess Namagiri alias Mahalakshmi. The Chief rivers run through in the district are Cauvery, Aiyaru, Karaipottan Aaru and Thirumanimuthu Aaru. The Cauvery flows south and southwest hugging the border. The Thirumanimuthu Aaru is called so because the mussels which abound in its lower reaches sometimes produce pearls. It is also known as the Salem river and from Salem it flows down south and joins the cauvery in the Namakkal taluk. Besides these rivers the Mallasamudhram large tank in the Thiruchengode taluk and the Bhavani large tank in the Namakkal Taluk are the two important tanks in the District. The other chief irrigation tanks in the District are Thusur, Pavithram, Palayapalayam and Arur Tanks. Irrigation under tanks is supplemented by wells and wells are large in numbers in Rasipuram Taluk and fewer in Namakkal and Thiruchengode Taluks. The rainfall is scanty and is inadequate for cultivation and for promoting cultivation tanks and well are used.
Minerals

Important rocks and minerals available in Namakkal District Bauxite, Iron Ore, Nickel, Garnet, Limestone and Corundum are extracted with mining box at Komarapalayam and Sevithurangampatti in Namakkal District.

Flora and Fauna

The climate here is generally hot and dry. The soil owing the alluvial deposits of the Kaveri and detritus of the Kollimalai is rich. Some of the real-ever-green forests is found in Kollimalai. Among the trees found on these plateau may be mentioned Artocarpus lakoocha (Lakooch, Tam; Ottipila) Toona, ciliata (Toon, Tamil: Malavembu) chukrassia tabularis (chickrassy, Tamil: Agil), Syzigium cumini (Indian cherry, Tamil: Naga), Alseodaphne semecarpifolia and canarium species. Sandal is also common through extensively attacked by spike. The staple crops under the Kaveri canals are rice, sugarcane and plantain; jaggery is manufactured mainly in the village along the Cauveri. Principal dry crops are goundnut, blackgram, chillies, maize, cumbool, gingelly oil seeds, green gram, horse gram, thinai, samai, tobacco, turmeric and varagu. With regard to fauna, there are animals like bison or gaur, panthers, jungle-cats, civet-cats and other felidae are used to be found all over the districts.

The common Indian sloth bear used to be found throughout the hilly tracts in the Districts especially in the localities like Kollimalai, the Javadis, the shevaroys, the chitteris, the jungles near Veppanapalli and Kundukota hills. The Kahayan were called the “Elephant Hills” through the elephants are no longer found there. Hyenas, wolves, red dogs, Jackals and foxes are found everywhere.

The Nightingales, green and blue rock pigeon, pea-fowl, spur-fowl, jungle-fowl, cuckoos, Eagles, Crows, paroquets, wood cutters are seen in the District and peacocks and peahens are found in the Kolli hills. To reconstruct history, the historian has to depend upon the evidences left behind by men in his long evolutionary march.
Industries

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 workshops and with a number of subsidiary industries of auto body works are operating since 1960's. There are 9214 Lorries, 1892 Trailors and 684 L.P.G. Tanker lorries are in Namakkal district. Therefore it is also called 'Lorry Transport City'.

The famous Tamil Poet "Namakkal Kavingnar 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 famous Anjaneyaswami Statue which has its height of 6.7 Mts. was built in 996AD. The Narasimha Swamy Temple along with Amman Temple are situated behind the west of the Rock Fort in the Heart of the town.

The Garden of Namakkal district is Kollihills 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 Kollihills the Malaiyalis are the prehistoric tribals. 'Valvill 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.

Rasipuram is another important taluk in Namakkal district is famous for weaving of the town is weaving. Pattunoolkarar who belongs in Sourastra Community lives in large numbers in this town together with Kaikolar. 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'. It is one of the busiest industrial centre in Tamilnadu. Nearly 37 Spinning mills and more than 10,000 Power looms are functioning in this area. One Sugar mill and one Paper mill functioning under Private section. Tiruchengode famous for Borewell Vehicles More than 2,000 Vechiles are engaging in digging of borewells all over India. Numerous power loom and chandloom industries further bring revenue to the Taluk. Arthanareeswarar temple in Triuchengode is one of the Pilgrimage centre.

The famous cauvery River flows in the Paramthi Taluk. It helps more Irrigation of lands in Paramthi and Mohanur Blocks. The Mohanur Co-Operative Sugar Mills is situated in Paramathri Taluk in Mohanur Block.

The staple crops under the Kaveri canals are Paddy, Sugarcane, Ragi,Pulses, plantain; Jaggery is manufactured mainly in the village along the Kaveri. Principal dry crops are groundnut, black gram, Chillies, maize, cumbu, gingelly, oil seed, green gram, horse gram, thinai, samai, tobacco, turmeric, Topioca,Varagu, Onion and vegetables. Cotton is also cultivated in the District.

Poultry

Namakkal Zone is the largest produced of Chicken and eggs in Tamilnadu, producing more than 1 crore eggs a day. About 60 poultry feed factories are there in Namakkal. About 75 Lakhs eggs are supplies to Tamilnadu Government noon meals scheme on weekly basis. Egg powder production centres at Erode, Bangalore and Hyderabad received eggs from Namakkal in large quantity. Eggs are transported to Kerala, Karnataka and throughout Tamilnadu to fulfill the requirements of the people. Eggs are also exported to Gulf Countries and Maldives seasonally.

Looms

Handloom is common in most of the villages. Kurumbans or Shepherd weaves blankets from sheep's wool all over the taluk and a superior variety of these articles are made at Lathuvadi in Namakkal District. Besides these major industry, body building of Lorries and buses has earned a high replication all over India.
Population

The population in 2001 was 14,95,661 when compared with 313895 in 1990 and the density per Sq. Km is 436. There are 350 Villages and two towns, Namakkal (10843), and Sendamangalam (13584). The demand for land revenue and chess in 1903-04 was Rs. 47000/=. In 1901, the number of persons able to read and write is 14612, but now the Literacy rate has been raised to 67.66. In Namakkal many international Voluntary Organizations, Private Organization and Community organizations have established theirs way in the heart of the City. Geographically the climate and North-West Monsoon make the people to have comfortable and Peaceful living.

Namakkal, a newly formed district from Salem District is noted for its antiquated importance and numerous monuments available in and around Namakkal reveal the past glory and prestige of the District. In the ancient past it was a part of Kongu Country, which was famous for its rich natural resources. The hilly products from Kolli hills in Namakkal were in great demand in the foreign market in the early centuries of Christian era. The natural resources available in Namakkal caused difficulties to the velir chieftains and the Country became a bone of contention between the indigenous chieftains and the great dynastic rulers like the Pallavas, Cheras, Pandyas and Chelas etc.,

Even though the various rulers held sway over the country were captivated by beautiful natural caves and hills of Namakkal and they further beautified the city by constructing temples for Siva and Vishnu and these temples stood as a historical monuments and speak the glory of Namakkal District. Besides these, the Jain beds found in Namakkal revels that it was also the abode of Janis in the ancient past. Hence Namakkal is noted for its hoary past and its glorious past and highly civilized cultural tradition can be seen through the antiquated monuments available in Namakkal District.

Sources of Information

For reconstructing the dissertation entitled Historical Monuments in Namakkal, many of the primary and few secondary sources are available. The primary sources are available to us in the form of inscriptions, literature and archaeological findings.
Literary Sources

The Sangam literature like Ahananuru, purananuru, pathitruppathu, and the post sangam works like Silapathikaram, Devaram, Thiruppugazh, the chronicle Kongudesarajakkal Charita, Cholan Purva Pattayam and Kongu Mandala Sadagam are very much helpful in knowing the historical background of the monuments in Namakkal District.

Monumental sources

Tamilnadu is noted for its rich culture and antiquity and the monuments situated at various places in Tamilnadu prove the testimony of its divinity and wisdom. Most of the monuments are religious in character and among those religions Saivism and Vaishnavism are the oldest and important religions of Tamilnadu from the ancient period. Even before 2000 years Saivism and Buddhism flourished here and in the middle period Buddhism and Jainism came from North.

Many Janis preferred to settle in Kongu Country and most of the Jain imprints found in the District of Namakkal prove the fact that Jainism was in vogue in the ancient period. But with the emergence of Pallavas and cholas Hindu revivalism occurred and many temple monuments were constructed by benevolent rulers during their regime. The places praised by Saiva and Vaishnava saints have become important and sacred. These saints wandered from place to place by singing the glories of Gods and thereby reinstated saivism and Vaishnavism by putting an end to Buddhism and Jainism.

Almost all the religious monuments in Namakkal drew their attention and their descriptions were very helpful in knowing the origin and significance of the monuments. Later on when people embraced other religions like Islam and Christianity, mosques and churches were constructed. Many secular monuments in memory of freedom fighters were also found in the District of Namakkal. Thus plenty of Historical Monuments found in Namakkal speak the eternal glory of Namakkal. It is to be noted that in Tamilnadu the life of the people is always woven around temple the temples in Namakkal play a pivot role in fostering art, civilization and culture.
ArChaeological and Epigraphically Sources

According to the famous archaeologist Robert Bruce Foote, the Kongu Country must have been the home of early man in South India (Salem District Gazettes Page 44). He and M.J. Walhouse have pointed out that the paleolithic man did not live in forests but in hilly plains. In the hills in Namakkal District, like the shivery, the Kalrayans and Kolli malai stone age implements like Celt’s with share cutting edges are found in abundance. Bruce Foote had collected about 70 Celts, 5 hammer-axes, “slick-stones”, one pestle and a bionomical stone resembling a phallus in and around Namakkal and in Salem District. At present they are kept in the Madras Museum.

Regarding the inscriptions, several of them are found on the walls of the cave cut temples of Anandasayi Narasimhamoorthy, Namakkal and Arthanareeswarar temple, Tiruchengode. Besides these nearly fifty inscriptions have been found out by the epigraphists in the places in and around Namakkal. Most of them have been published in A.R.E. and S.I.I. Volumes and some of them are not yet published. Generally inscriptions in Namakkal District are found on the walls of the temples and some of them are found on the rocks near the lakes and in the forests.

The inscription No. A.R.E. 5 of 1906 belonging to Sundara pandya provide information about the gift of land given by the Elur Nattar for the maintenance of Thiruaraikkal Temple. Another inscription A.R.E. 13 of 1906 information about donations made by Elur Nattu Vanavan Madevi for conducting daily pooja to Parai Muniappan temple. The other unpublished inscriptions in Varadarajap Perumal temple, Nayinamalai, Siva temple Mohanur, Selliymman temple also provide information about the donations in the form of land made by various people to the temple. A Copper plate inscription found on the top of the kodimaram of Narasimha Perumal temple provide information about the donations made by Muthiyamalammal to the temple.

Among the inscriptions in Namakkal District, a large number of them are found in Tiruchengode Taluk. Most of the inscriptions provide information about the donations made by the members of the royal families and other individuals to the temples. Nearly 30 inscriptions found in Tiruchengode are published in South Indian Inscriptions Vol. XIII and XIX respectively. By the study of these inscriptions we are able to know about various rulers who ruled over Namakkal District, the nature of their
rule, their contributions to religious activities and cultural developments. Here it is
worth to note that some of the inscriptions are in deteriorating condition and it is the
duty of every citizen of India to preserve these ancient inscriptions engraved on the
rocks in temples and in the other places. Proper care should be taken by the department
of Epigraphy and H.R.& C.E. Board to protect our national heritage. Let us preserve
properly and pass it as a legacy to the future generation.

Besides, the sthalapuranas published by various temples in Namakkal, Thiruchengode, Rasipuram and Kollimalai and the temple festival calendar, magazines
the form of souvenirs can be considered as Valuable secondary sources. The private
collections of Thiru V.R. Duraisamy, Retired Tamil Teacher, worked at Govt. Higher
Secondary School, Namagiripettai, Namakkal District is very much useful for the study
under preview.

The works of K.Nachimuthu, K.V.Subramanya Ayyar, M.Arokiyasamy also
provide valuable information and interpretations with regard to the study of political
and cultural history of the people of Namakkal.

Origin and significance of the name of Namakkal

Name in Sanskrit means a Vaishnavite mark on the forehead with white and
red colour. The symbol is depicted with two white and one red vertical lines. Capital of
the Velir chieftains Adigamans was famous for its strategic importance and it was the
natural fortified city in Tamilnadu.

Kollikutham, Kolli

In the classical literature of the Sangam period, Namakkal is mentioned as
KolliKuttram. A verse in Pathtrupatthu states that the chera King captured Namakkal
from the family of Adiyamans and held sway over the region. There is a reference in
the epic Silappathikaram " Kolliyanda Kudavar Ko" ( the rulers who established his
control over Kolli) confirm Cheras dominency in Namakkal. From this, it is refer
that Kolli and Kollikutham were the ancient names attributed to Namakkal.
Malakongam

Malakongam was the another name attributed to Namakkal. In the 8th Century the malavas held sway over the country and the city controlled by them came to be called Malakongam. During the time of Cholas, who established their dominance over Namakkal in the 10th Century, it was placed under Valanadu division and Namakkal came to be called Vadakarai. Rajachiraya Valanadu, Kollimalai nadu and Konkan Veera Chola mandalam etc.,

The inscriptions belonging to the Pandiyas attribute the name Thiruaraikkkal to Namakkal. Arai refers to Nama and Kal means rock. This rock was conisered as the residing place of Thirumal and hence this place came to be called Aaraikkkal and later the work got corrupted, as Raraikkal, Rarikkal, Ramakkal and then it became Namakkal. It is to be noted that the rock possesses the shape like Rama or Nama and hence Vaishnavites beloved ling, called the place as Namakkal.

On account of the representation of the Hindu trinity in the Vishnu temples of rock, the town is also known as the Thirumurthi Sthalam (Holy place of Trinity). In the local legends, it is referred to as Sri Sailam.

Namakkal in the epics

According to Ramayana legends, Hanuman was on his aerial way carrying a Saligramam to Sri Lanka after replacing the Sanjivi mountain. He stopped at the Kamalalayam pond to perform his morning ablutions and put the Saligramam down. It stuck fast to the ground and grew into Namagiri on account of this story, the rock is also known as the "Saligrama giri", "Srisailam" and "Ramagiri" etc.,

Origin of the Namakkal

According to the Namakkal Sthalapurana in the Threthayuga at the period of Ramayana, Sri Hanuman saved Rama and others with sanjivi herbs which he brought from Himalayas. After that he wastered to replace it in the Himalayas. After that he wanted to replace it in the Himalayas. On his return through the sky Hanuman brought the Saligramam in which Lord Narasimha Swamy disappeared. In the meantime, the sun has rised and Hanuman, the great sage and bachelor wanted to perform Santhyavanthanam. So he placed the Saligramam near the tank of Kamalalayam, where
Goddess Mahalakshmi was born for performing his Santhyanthanam (morning duties). After his duties, Hanuman tried to lift the Saligramam. But he could move it and the Saligramam began to grow as a rock and thus Namakkal was born.

While the Saligramam began to enlarge as a rock, a voice rose “Oh Hanuman! I determined to stay here, I was brought by you, First you go to Lanka and serve Sri Ramachandramoorthy. If you want to worship me, you will come here after Ramavatharam and pray ever in front of me in Kaliyuga”. Hanuman readily and happily accepted and even now at Namakkal Sthalam in the western side of the rock, standing in the open air. He is offering his prayer to Lord Narayana samy

**Thirumoorthy Sthalams**

The Garbhagraha (Sanctum Sanctorum) and Artha Mandapa are in the cave and Narasimha swamy are in the cave and Sri Narasimha Swamy is sitting in the chief place with the sages like Sanaka, Sanadana, Surya and Chandra holding Chamaram and in the last, Siva and Brahma are praying. So Namakkal is one of the Thirumoorthy Sthalams.

In this city even though it is a holy place, it is famous for Transport, weaving, Education, because most of the Leading Educational institutions are run by the Educational 1st in this city, both Govt. and private peoples are pouring the education to the needy one.

Pallipalayam SPB, Ponni sugar industry also run in this city. Both of them one up list the good name of Namakkal District and also providing good job oppurtunity to the public who is living in and around Tamilnadu. The famous river cauvory is running through Pallipalayam to Trichy district via paramatny. so, It is a suitable place for agrarian. Hence agrarians are cultivated Paddy, sugar cane, Bananas, Vegetables, Bectal, this goods are exported to the near district such us to Salem, Trichy, Coimbatore, Karur.

In mohanur there is a private sugar mill is running with the help of it, the people got job opportunity for the benefit of studnets mohanur sugar mill aslo run a good school, and a Technical college (Pdytechic). In this Educational institution they are giving priority to the agrarians’ sons and daughters.
In Namakkal district there is a college run by the Govt. to Tamilnadu apart from this there are so many schools and colleges run by the Govt. as well as private. In this district two business are very famous (TK) poultry and Lorries. A rock temple is situated in the main place at this district Name called Lakshmi Narashimmar Temple, and Namagiri thayar Temple and Sre Anjaneyar Temple these temples are very famous most of the people from south and North are visiting the temple day-by-day. Some time foreign peoples are also visiting the temple to know the history of Namakkal.

Of course, Mohanur and Velur is famous for agriculture only below 30% lands are used for agriculture purpose. The remaining 70% of lands are dry land. They are be living only rain, well, for their agriculture purpose. so, It is not used properly, because of scarcity of water and over heat the peoples are choosing poultry form instead of agriculture.

In olden days Namakkal people were growing cock, and chicken only for their food and to meet day to day expenses. Mow a day its become a popular business in Namakkal.

Now a days Broiler chicken business is a great famous in this city. Why the people have to choose the poultry business? Because of the Environmental situation of this city between 22°C to 44°C always. Because of the environmental situation the chicken have eaten only 110 grams of food. It is very cheap when compare with other state. It is a economical way to develop the poultry forming in Namakkal District, Few years age the poultry was as a Normal business but in 1969-1970 It’s become as a min business. In 1969-1970 they have started only 200, 500, 1000, poultry forming only. Dr. Nanthagopal, B.V.SC who is the first poultry farmer in Namakkal District. He helped the person who is willing to start poultry farming in Namakkal with the help of food, equipments, and medicine. Then chickens one imported form Mumbai by flight. Dr. Nanthagopal taught the method of marinating the poultry farming to the village people; He has indented a new method for production of egg.

Egg is a protein contain food so the people from young to old would like to eat egg. Bull most of the egg locker loved only the pune egg (Nattu). In olden days people one not like to eat poultry (Broiler eggs) because people are felt that broker eggs have no strength.
In 1971-1972 T.J Hatchery concern has introduced a new type of chicken named “POPCOCK”. It have a good name among the people now a days also. Poultry farms earned more money with the help of this “POPCOCK” system. But now more than 10 lack lash chicken a month was sold.

New system was introduced by Dr Selvaraj B.V.SC who is also invented a new method of egg yield, there after a New agency was started in the name of “Deivam”. The partners of “Deivam” agency is purchased goods from some other agency and supplied to the needy people at tree of cost loan.

“Deivam” agency is ready to provide fully credit and they are collecting the same from the Debtors after 20 weeks. So, It is one of the way to develop the poultry farming. Now a days in Namakkal Dist. There are number of stores were opened.

In 1978-1979 Dr Selvaraj B.V.SC has started hatchery method. So, Here after they are producing themselves all the things for their requirements. In 1982 Namakkal association has started “T.Kalp” type of chicken. But, It is not suitable for this climate. In 1985-86. Dr. Selvaraj started another one method o chicken named “Helin”. But, It is also not profitable for the poultry owners, even though there are so many methods followed by the poultry owners, all the methods were failed only “POPCOCK” varieties is famous for all conditions. It is only profitable, “POPCOCK” hailed 300 eggs a year and also it is more suitable for environmental condition. So more than 80% of poultry formers wishes to purchase “POPCOCK” varieties only.

TAPCO

The Government of Tamilnadu felt that its wants to help to the poultry owners so, It is starting TAPCO scheme in and around Namakkal District, A IAS officers are appointed as a officer for TAPCO. And also TAPCO is producing food to the chicken and It is selling the feed directly to the owners of poultry form. In city like Chennai, Madurai, Coimbatore and Trichy. The TAPCO started direct selling section for the benefit of public, so TAPCO provides job opportunity to the young people and also brings earnings to the Government also, but due to over expenses the Government of Tamilnadu wanted to close the TAPCO. Hence hundreds of people loosing their employment, and several employees are transfer to other department.
In 1980’s more than 15 companies were started to supply food to the poultry form like cauvery feeds, Ganesh trading company, Lakshmi Agencies, Amutham agencies and vaigai traders of course in Namakkal SKM feeds got a very good Name.

In 1985 there was a severe disease spread and attacked the poultry formers to thousands of chickens were died due to this diseases: so, the owners of the poultry formers are not able to earn money so, they had to face many losses during the period between 1985-1986, due to incurring loss more number of formers were closed because of over expenses, so, due to Incurring losses the trading companies were also closed during this period so this period was called as a black years, there after a medicine were found for the nominees of this “Corza” disease However in 1992 IDB disease attacked the small chicken hoarsely in this period large poultry like 2000, 1000, chicken contains poultry also were damaged so large investors were suffered by heavy losses, so, in 1990 forming was transferred to a building with full safety and security, Now a New method called Evaluation system followed by all poultry owners. In 2000, a great development in this area, Now owners are maintained 50000, 100000 checks in a forming separately so, the unwanted expenses also reduced. In is save the time and money and also they can maintain large number of chicken in a small place with safely. Due to modern technology development all the works are doing by machine for collection of eggs, feeding of food and water.

**Formation of poultry formers Association**

Poultry formers Association was started in the year 1980 with the following prime objectives.

1. To Eradicate the problems of poultry farms.
2. To provide the basic requirements to them.
3. To get benefits from the Government.
4. To maintain the co-operations between the egg sellers and poultry farmers.

**Structure of Association**

This Association headed by the president with vice. President and a treasurer along with a secretary. The president was selected by the members of voice voting, at present Mr. Thangamuthu was elected as a secretary for this association by the members.
Objectives of this association is to get subsidy from the Government for eliminate person at right time.

**Egg in Midday meal**

To grow the brain of children age between 1-5 the Government of Tamilnadu has decided to give an egg a day to a child, because. It gives the protein to the children directly, but latterly the Government want to save Rs. 4 crones a month so, It has stopped for a small period, then in 19.05.2004 the Government of Tamilnadu have decided to give egg in midday meals again in schools, so the poultry formal are getting more benefit.

**Raw material Prices raising**

Due to non-availability of food grains, the prices of food for chicken has been raised, so, poultry owners are not able to purchase food for chicken. One the basis of obligation from the cooperative society. The Government of Tamilnadu supplied 10000 to is of rice and 10000 tons of wheat at cheap rate to the cooperative society, the members can get food far their chickens through the association.

**PRICE FIXATION**

Up to 1985 the prices were fixed by the association, the members have right to fix the price of a egg till 1985. But there after to fix the correct price of an egg. NECC was started, Now the prices fixed by the NECC is common to Tamilnadu. (Single price).

**OUT STATIONS SATES**

To state the egg to out station the prices level are something high to local market, Normally 2,3 parse is increasing for out station sates and also prices are different depending up on the distance of selling obligation to Government.
NAMAKKAL DISTRICT MAP

Namakkal District
Blocks

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