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CHAPTER - III

PROFILE OF THE STUDY AREA

3.0 INTRODUCTION

Thoothukudi is known as "Pearl City" due to the pearl fishing carried out in the town. It is a commercial seaport which serves the inland cities of Southern India and is one of the sea gateways of Tamil Nadu. It is also one of the major seaports in India with a history dating back to the 6th century AD. The city is believed to be of significant antiquity and has been ruled, at different times, by the Early Pandyas, Medieval Cholas, Later Cholas, Later Pandyas, Malbar Sultanate, Tirunelveli Sultanate, Vijayanagar Empire, Madurai Nayaks, Chanda Sahib, Carnatic kingdom, Portuguese, Dutch and the British. Thoothukudi was settled by the Portuguese, Dutch and later by the British East India Company. The city is administered by a Thoothukudi Municipal Corporation covering an area of 90.663 km (35.005 sq. miles) and had a population of 237,830 in 2011. The Urban agglomeration had a population of 410,760 as of 2011.

Thoothukudi also known as Tuticorin is a port city and a Municipal Corporation and an Industrial city in Thoothukudi district of the Indian state of Tamil Nadu. The City lies in the Coromandel Coast of Bay of Bengal. Thoothukudi is the headquarters of Thoothukudi District. It is located about 590 kilometres (367 miles) south of Chennai and 190 kilometres (118 miles) northeast of Thiruvananthapuram (Trivandrum). According to Confederation of Indian Industry, Thoothukudi has the second highest Human Development Index in Tamil Nadu next to Chennai. Thoothukudi City serves as the headquarters of Tamilnad Mercantile Bank Limited.
Major Educational establishments in the city include Thoothukudi Government Medical College, Fisheries College and Research Institute, Marine Training Academy, V.O.C. Arts & Science College, Government Polytechnic College, and Anna University Tuticorin Campus. Tuticorin Port is one of the fastest growing Major Ports in India in terms of total volume of unit handled.

Majority of the people of the city are employed in salt pans, sea-borne trading, fishing and tourism. A major attraction in the city is Our Lady of Snows Basilica, a 16th century shrine. The 21 islands between Thoothukudi and Rameswaram shores in the Gulf of Mannar are notified as the first Marine Biosphere Reserve of India having around 36,000 species of flora and fauna. It is a protected area and is called as Gulf of Mannar Marine National Park. Our Lady of Snows Basilica festival celebrated annually during August and the Shiva temple festivals like Adi Amavasai, Sasti and Chittirai chariot festivals are the major festivals of the area. Roadways are the major mode of transport to Thoothukudi, while the city also has rail, air and sea transport.

3.1 HISTORY

Thoothukudi is one of the major seaports in India with its history dating back to the 6th century A.D. Traditionally known as “Pearl City” on account of the prevailing pearl fishing in the area, Thoothukudi has had a fascinating history. It forms part of the Pandiyan kingdom between 7th and 9th century A.D. Thoothukudi remained in the hands of the Cholas during the period between 9th and 12th century. Emergence of Thoothukudi as a maritime port attracted travellers, adventures, and eventually colonists. The Portuguese were the first to arrive in Thoothukudi in 1532 A.D followed by the Dutch in 1585 A.D. The English captured Thoothukudi from the Dutch in 1782 and the East India Company established their control over Thoothukudi in the same
year. The Thoothukudi district has given India many great freedom fighters, like the great poet Subramanya Bharathiri, V.O.Chidambaram Pillai, Oomaithurai, Veerapandiya, Kattabomman, Vellaiyathevan, Veeran Sundaralingam etc. From this Port only V.O.Chidambaram Pillai sailed the first Indian Swadesi Steamer S.S.Gaelia on 1st June 1907.

Tuticorin (Thoothukudi) is also known by the name 'Thiru mandira Nagar'. It is also called as "Sea Gateway of Tamil Nadu". Thoothukudi is part of the Pearl Fishery Coast, and is known for its pearl fishing and ship building industries. Thoothukudi was the seat of Portuguese during 16th century, and the Dutch occupied in 17th century. During 18th century the British overpowered and occupied the town. Being a port town, the town received attention from the rulers for improving their trade, and so it was brought to Municipal status in 1866.

On the 20th October 1986, a new district carved out of the erstwhile Tirunelveli district was born in Tamil Nadu and named after V.O.Chidambaranar, a great national leader hailing from Ottapidaram who led the Swadeshi Movement in the South. Since 1997 as in the case of other districts of Tamil Nadu, this district has also been named after its headquarters town, Thoothukudi.

Thoothukudi became the citadel of freedom struggle in the early 20th century. It was in Thoothukudi that the illustrious patriot, V.O.Chidambaram established the first Swadesi Stream Navigation Company, sailing the first steamer S.S.Gaelia to Thoothukudi on 1st June 1907.

The minor port of the Thoothukudi anchorage port with lighter age facilities has had flourished traffic for over a century. The first wooden Jetty of this port was commissioned in 1864. This port was being used for export of salt, cotton yarn, senna
leaves, palmyrah stalks, palmyrah fibers, dry fish, country drugs etc. to neighboring countries and for import of coal, cotton, copra, pulses and grains. The minor port of the Thoothukudi had the distinction of being intermediate port handling the highest traffic tonnage of over 1 million per annum.

The major harbour of Thoothukudi is well known as a pearl diving and fishing centre. It is one of the oldest seaports in the world and was the seaport of the Pandyan kingdom after Korkai, near Palayakayal. It was later taken over by the Portuguese in 1548, captured by the Dutch in 1658, and ceded to the British in 1825. The lighthouse built in 1842 marked the beginning of the history of harbour development in the city.

3.1.1 Location

Thoothukudi district, the study area, is situated in the extreme South Eastern corner of Tamil Nadu state and bounded on the north by the districts of Tirunelveli, Viruthunagar and Ramanathapuram, on the East and South East by Gulf of Mannar and on the west and south west by the district of Tirunelveli. The district of Thoothukudi was carved out as a separate district on 20th October 1986 as a result of bifurcation of the Tirunelveli district of Tamil Nadu State.
The salient features of the district include its lengthy, curvy and scenic sea coast which was an international cynosure in the days of yore for its pearl fishery; beautiful coastal villages with their sacred temples, churches and mosques like Tiruchendur, Manappadu and Kayalpattinam respectively, Adhichanallur, one of the cradles of the ancient civilizations, Korkai, an ancient port of the Sangam Pandyas, Kayal, the confluence of the river Tamiraparani with the Bay of Bengal, one of the five illustrious rivers of Tamilnadu.

Panchalamkurichi, the capital of Veerapandiya Kattabomman, an early martyr, for the cause of freedom, Ettayapuram, the birth place of the great poet Subramanya Bharathi, Ottapidaram the home town of V.O.Chidambaram Pillai, who dared to sail
ships as a measure to combat British imperialism; Maniyachi, where Vanchinathan assassinated Ashe, the British Collector for his high-handedness against the leaders during Swadeshi Movement; Kulasekarapattinam and Kurumbur where patriots showed their anger against alien rule.

Temple towns like Srivaikundam, Meignanapuram, one of the cradles of Christianity, Thoothukudi, besides being a major port, the earliest settlement of the Portuguese and the Dutch, the tall and dense palmyra groves and the bushy Odai trees, the Teris and the adjacent coral islands, Idayankudi and Manappadu and the adjacent places which became the headquarters of great missionaries like G.U.Pope, Veeramamunivar, Caldwell and others who, besides their missionary work, contributed a lot for the development of Tamil language and literature and above all the enterprising and hardworking people who now constitute a major trading community in the State.

3.2 PROFILE OF THE EDUCATION AVENUES

Education began in the earliest prehistory, as adults trained the young of their society in the knowledge and skills they would need to master and eventually pass on. In pre-literate societies this was achieved orally and through imitation. Story-telling continued from one generation to the next. As cultures began to extend their knowledge beyond skills that could be readily learned through imitation, formal education developed.

Education in its general sense is a form of learning in which the knowledge, skills, and habits of a group of people are transferred from one generation to the next through teaching, training, or research. Education frequently takes place under the guidance of others, but may also be autodidactic. Any experience that has a formative
effect on the way one thinks, feels, or acts may be considered educational. Education is commonly divided into stages such as preschool, primary school, secondary school and then college, university or apprenticeship.

There are numerous educational institutions, Polytechnic Colleges, schools in and around Thoothukudi giving quality education. Thoothukudi district has high literacy rates and lower literacy rate gap between males and females. Thoothukudi district schools usually scores high honours during board examinations.

3.2.1 Pre School

Preschools provide education up to the age of between 4 and 8 when children enter primary education. Preschool education is important because it can give a child the edge in a competitive world and education climate. While children who do not receive the fundamentals during their preschool years will be taught the alphabet, counting, shapes and colors and designs when they begin their formal education they will be behind the children who already possess that knowledge. There are several preschools in Thoothukudi district.

3.2.2 Primary School

Primary (or elementary) education consists of the first 5–7 years of formal, structured education. In general, primary education consists of six or eight years of schooling starting at the age of five or six, although this varies between, and sometimes within, countries. There are 1076 primary schools in Thoothukudi district.

3.2.3 Secondary School

In most contemporary educational systems of the world, secondary education comprises the formal education that occurs during adolescence. It is characterized by
transition from the typically compulsory, comprehensive primary education for minors, to the optional, selective tertiary, "post-secondary", or "higher" education (e.g. university, vocational school) for adults. Depending on the system, schools for this period, or a part of it, may be called secondary or high schools, gymnasiums, lyceums, middle schools, colleges, or vocational schools. There are 284 middle schools, 73 high schools, 97 Higher Secondary Schools in Thoothukudi district to nurture the students to develop good human resource.

3.2.4 Higher Education

Higher education, post-secondary education, tertiary education or third level education is an optional final stage of formal learning that occurs after secondary education. Often delivered at universities, academies, colleges, seminaries, and institutes of technology, higher education is also available through certain college-level institutions, including vocational schools, trade schools, and other career colleges that award academic degrees or professional certifications.

3.2.5 Engineering College

Teaching engineering is teaching the application of scientific, economic, social, and practical knowledge in order to design, build, maintain, and improve structures, machines, devices, systems, materials and processes. It may encompass using insights to conceive, model and scale an appropriate solution to a problem or objective. The discipline of engineering is extremely broad, and encompasses a range of more specialized fields of engineering, each with a more specific emphasis on particular areas of technology and types of application. Engineering disciplines include: aerospace, biological, chemical, computer, electrical, industrial, and mechanical. In Thoothukudi there is a Government Engineering college affiliated to Anna University
on the highway to Tirunelveli, and many private engineering colleges are there in the district.

3.2.6 Agricultural College

The Agricultural College and Research Institute, Killikulam was established in 1984–85 as the third constituent College of Tamil Nadu Agricultural University. At the beginning, the College started functioning in rented building of MDT Hindu College, Pettai in Tirunelveli. Subsequently, after the acquisition of land and buildings from the State Seed Farm, Killikulam, a part of the educational activities was shifted to Killikulam during 1986–1987. Consequent on the completion of hostel buildings, entire academic activities were shifted to Killikulam campus from 01.11.1989. The institution was upgraded as Agricultural College and Research Institute in 1989. The college was also upgraded as a Post-graduate teaching institute from November 1990. The first batch of B.Sc. (Ag.), graduates passed out in 1988. The institution was made into a co-education institution from 1990–1991.

3.2.7 Arts and Science Colleges

While the passion for professional courses continue, arts and science colleges have a two-pronged strategy as the transition to an exciting future – they are creating new career oriented courses and industry-linked research opportunities even as they tout the value of a holistic liberal arts education that offers the life skills needed for success. In Thoothukudi district there are eighteen arts and science colleges which provide under graduate and post graduate courses in different disciplines and equip their knowledge in their discipline.
3.2.8 Polytechnic

One of the distinguishing features of polytechnic education is the strong emphasis on practice-based learning. A polytechnic education also opens doors to a professional career and other avenues for career advancement. In this district several polytechnic colleges are offering several courses.

3.2.9 Fisheries College

Fisheries College and Research Institute (FCRI) initially started as Fisheries College was established in the year 1977 as a constituent unit of Tamil Nadu Agricultural University at Thoothukkudi, a famed town for Pearl fishing. Thereby it became the first college in the state of Tamil Nadu and the second one in India (after College of Fisheries, Mangalore) to offer the Bachelor of Fisheries Science (B.F.Sc) degree in India. Tamil Nadu is endowed with a long coast line (1076 kms) and innumerable number of tanks, village ponds and several rivers. All these water resources have been providing much needed fish to people of the state. More than one million fishermen are engaged in catching and supplying much needed fish to the populations.

FCRI functions from four campuses. The Main Campus of FCRI is about 10 km away from the city of Thoothukkudi and is spread over an area of 24 ha which is accessible through the Harbour bypass road. The Shore Laboratory Campus is separated from the main campus by a distance of 11 km, and is located within the Fishing Harbour Complex, Thoothukkudi over an area of 0.4 ha and is connected by the North Beach Road. Maritech Research & Extension Center is located on the outskirts of Tharuvaikulam, a fishing village which is 25 km away from the main campus, and facilitates research on marine culture activities. It is accessible through the
familiar East Coast Road that runs along the coast of Tamil Nadu. There is a separate campus for residential purposes housing the staff quarters and hostel in an area of 1 ha which is 3 km away from the main campus and is located at the Teachers Colony, Thoothukkudi.

'Bachelor of Fisheries Science' (B.F.Sc) is a four year course, The post graduate degree Master of Fisheries Science (M.F.Sc) is a two year course offered in 10 disciplines, The Doctor of Philosophy (PhD) is a three year course offered in 4 disiplines and one year Post-graduate Diploma is offered in Fish Quality Management and Business management in Animal and Fisheries Sciences.

3.2.10 Medical College

There is also a Government Medical college and Hospital. The colleges are affiliated to the Manonmaniam Sundaranar University in Tirunelveli. The city has Government Medical College Hospital and new ESI Hospital is being constructed at the Bypass road.

The Thoothukudi Government Medical College was started functioning from 16.08.2000. In this college, Non-Clinical and Clinical departments are functioning. Sanction has been given for admission of 100 students for M.B.B.S. course every academic year from the year 2000-2001.

In Thoothukudi Government Medical College Hospital, departments such as General Surgery, Plastic Surgery, General Medicine, Ophthalmology, ENT, Paediatrics, Anaesthesia, Dermatology, Thoracic Medicine, Psychiatry, Obstetrics and Gynaecology, Orthopaedics, Radiology, Radiotherapy, Physical Medicine, Dentistry, Neuro Surgery, Neuro Medicine, Onco Surgery, Physiotherapy, Paediatric Surgery,
Urology Surgery, Gaestro Enterology are functioning. Ten Operation Theatres are available in this hospital. The medical equipments are available in this institution.

3.2.11 Industrial Training Institutes

Industrial Training Institutes which provide training in technical field and constituted under Directorate General of Employment & Training (DGET), Ministry of Labour & Employment, Union Government of India. Normally a person who has passed 10th standard (SSLC) is eligible for admission to ITI. The objective of opening of ITI is providing technical manpower to industries. These persons are trained in basic skills required to do jobs of say operator or a craftsman. The course in ITI is designed in way to impart basic skill in the trade specified. The duration of course may vary from one year to three years depending upon trade opted. There are three Industrial Training Institutes runs in the district.

3.3 ECONOMY

Salt pans in and around the city contribute mainly to the economy of the city. The salt pans produce 1.2 million tonnes of salt every year, contributing to 90 per cent of the salt produced in the state and 50 per cent needed by the chemical industries of the state. The other major industries are shipping, fishing, agriculture, power and chemical industries. Fishing is one of the largest contributors to the local economy. Tuticorin Fishing Harbour is one of the oldest and largest in Tamil Nadu. The Tuticorin Thermal Power Station has five 210 megawatt generators. The first generator was commissioned in July 1979. The thermal power plants under construction include the coal-based 1000 MW NLC TNEB Power Plant. In addition to this there are several private power plants like Ind Barath Power Limited, Coastal Energen, Sterlite Industries Captive power plant. Southern Petrochemical Industries Corporation,
Tuticorin Alkali Chemicals, Heavy Water Board Plant, Sterlite Industries, Venus Home Appliances, Madura Coats and Mills, Dhrangadhra Chemical works, Kilburn Chemicals, Nila Sea foods, Diamond Sea foods, Maris Associates, VVD Coconut oil mill, AVM oil mill, Wartsila India Pvt Ltd, OEG Pvt Ltd, Ramesh flowers, Agsar Paints, Tuticorin Spinning Mills Ltd and KSPS Salts are some of the small scale and large scale industries in the town. Thoothukudi is the headquarters of Tamilnad Mercantile Bank Limited. It is one of the fastest growing banks in India during the period of 2007-12. Its total business is worth 390 billion. The bank targets a Total Business of 500 Billion INR in 2014-15. Thoothukudi also has a research institute set up by Central Marine Fisheries Research Institute and a Spices laboratory set up by Spices Board of India.

Thoothukudi also has a State Industries Promotion Corporation of Tamil Nadu, Industrial Estate and SIDCO's Industrial Estate which comprises several Small scale and Medium scale Industries. Tuticorin is the end point of the proposed Madurai-Tuticorin Industrial Corridor. The study for this Corridor was completed by the Government of Tamil Nadu recently. The Corridor would consist of four manufacturing regions, one agri-business region, two business investment regions, a special tourism zone, one rural tourism hub and one knowledge hub. The government estimates that this Corridor would attract 1,90,000 crore industrial investment over a period of 10 years. The State Government recently formed a Special Purpose Vehicle (SPV) for Speedy implementation of the Project.

3.4 AGRICULTURE

Agriculture is the main occupation on which 70 per cent of the people depend on. The main food crop in this district is paddy. Out of the total area 470724 hectares,
178083 hectares are brought under the cultivation of different crops which of nearly 38 per cent of total area of the district. The important food crops in the district are paddy, cholam, kambu, Ragi, Varagu, Samai and commercial the important crops like Cotton, Chilly, sugarcane and Groundnut.

3.5 INDUSTRIAL SCENARIO IN THOOTHUKUDI

The district constitutes 70 per cent of the total salt production of the state and meets 30 per cent requirement of our country. There are two Industrial Estates one at Kovilpatti with 11 units and the other at Thoothukudi with 20 units. The former is managed by SIDCO and the latter by SIPCOT. There are 2,200 and above Small Scale Industries registered in the district and about 12 major industries. They are engaged in the production of cotton and staple yarn, caustic soda, PVC resin, fertilizers, soda-ash, carbon dioxide gas in liquid form etc., Some of the major industries are SPIC, TAC, Dharangadhara Chemical Works, Loyal Textails Ltd., Madura coats Ltd., Sterlite Copper Industries, Kilburn Chemicals, Ramesh Flowers, Nila sea foods, Deva and Co., and Transworld Granite Industries. Tata steel recently announced plans to set up a Titanium dioxide project in Thoothukudi. Four national brand products are made in Thoothukudi they are VVD Coconut Oil, Agsar Paints, BIO Food Ltd. Hip Tea & Genkii Tea (Herbal Tea) and Venus Water Heaters.

The important public sector undertakings in this district are the Thoothukudi Thermal Power Station unit of the Tamil Nadu Electricity Board, Heavy Water Plant (HWP) and Port Trust. During this year 1,128 vessels entered this port and cargo to the tune of 12.13 lakhs tonnes was handled. Thoothukudi port has been issued the prestigious ISO-9002 certificate for the port operation and services and has joined the select group of World ports by becoming the first Indian major port to get such
The Central Government is considering the construction of Titanium and Zirconium Sponge Plant, which comes under the control of Department of Atomic Energy at Palayakayal village of Srivaikundam Taluk. The District Industries Centre and the Tamil Nadu Industrial Investment Corporation are catering to the needs of the small and large scale industries in this district.

3.5.1 Large and Medium Scale Industries in Thoothukudi District

Travancore Chemical and Manufacturing Co. Ltd produces Sulphate and alumina ferric, Alkali Chemicals and Fertilizers Ltd., produces Soda Ash (Heavy chemicals), ammonium chloride (Fertilizers) and Southern Petro Chemical Industries Corporation Ltd., (SPIC) produces Urea, DAP, aluminium fluoride etc. which are situated in Thoothukudi block. Dharangadara Chemical works Ltd., in Sahupuram produces Caustic soda, liquid chlorine, tri-chloro-ethylene, upgraded illuminate and PV Resin, Shantha Marine Bio Technologies Pvt. Ltd produces Pharmaceuticals (Beta Carotene) which are situated in Thiruchendur block. Lakshmi Mills Co. Ltd, Loyal Textile Mills Ltd and The Bharathi Co-op spinning mills Ltd., produces Yarn and cloth which is situated in Kovilpatti block. Cotton yarn and threads are produced in Tuticorin spinning mills and Madura Coats Ltd and Arasan Textile Mills Pvt ltd which are situated in Thoothukudi block. Heavy water plant and Thermal power station is situated in Thoothukudi block. Copper smelting/ Copper anodes are produced in Sterlite Industries Thoothukudi. Kilburn chemicals in Thoothukudi block produces Titanium Di Oxide. Garnet Abrasives are produced in Transworld Garnet India pvt Ltd., in Thoothukudi block.
3.5.2 Non - Farm Sector

Non-farm sectors in Alwarthirunagari proposed to produce Bakery products, Leather goods, readymade garments, country bricks, etc. Wooden toys, stone crusher, wax candle readymade garments, bricks etc. are proposed to produce in Karungulam. Bakery, readymade garments, flour mills, masala powder, jewellery etc. are proposed to produce in Kayathar. Non-farm sector in Kovilpatti proposed to produce match industries, candles, power loom, bakery etc. Match Factory, readymade garments, Fabrication of grills and gates, etc. are proposed to produce in Ottapidaram. Charcoal manufacturing, match factory Appalam and masala powder, etc. are proposed to be produce in Pudur. Plastic wire, leather goods, timber works, Country bricks, flour mills, limestone works, etc. are proposed to be produce in Sattankulam. In Thiruchendur, Salt pans, coir fibre, readymade garments Palmyra products are proposed to produce. Palmyra products, readymade garments, timber sawing, jewellery, etc. are proposed to produce in Udangudi. Salt panes, coconut oil, leather goods, dry flower, masala powder, etc. are proposed to produce in Thoothukudi. Non-farm sector in Vilathikulam produce matches, handloom/power loom, leather goods etc.

3.5.3 District Industrial Possibilities - Location Analysis

Banana powder, Banana based products, fruits and vegetable processing industries are the proposed industrial sectors in Srivaikuntam, Tiruchendur, Kovilpatti, Vilathikulam. Dehydration of drumsticks and oil from dry seeds of drumsticks is the proposed industrial sector in Sathankulam and Vilathikulam. Poultry and Cattle feed, Sea food Industry, Chemical Industries, Mechanical boats/ small ships building units, are the proposed industrial sectors in Thoothukudi. Extraction, refining of edible oils in Kovilpatti and Karungulam, Oleoresin and spice oils, spice based products in
Vilathikulam, Kovilpatti, Thoothukudi are the proposed industrial sectors. Meat processing industry is the proposed industrial sector in Pudur, Vilathikulam. Textile based industry, Readymade Garments in Ottapidaram, Kovilpatti, Thoothukudi block. Coconut based products, Palmyrah based products, Mini Cement Plant are the proposed industrial sectors in Udangudi and Sathankulam. Flyash/ Chamber bricks in Karungulam and Cold storage unit in Srivaikundam, Tiruchendur, Vilathikulam blocks. Dhall milling, Mini Modern Rice Mill, are the proposed industrial sectors in Thoothukudi, Srivaikundam, Tiruchendur, Vilathikulam, Ottapidaram, Kovilpatti blocks.

3.5.4 Potential and Viable Projects Under MSME – Blockwise

In Thoothukudi block the following projects are considered potential and viable under MSME. They are; Sea food industry, sea weeds cultivation, pearl oyster culture, salt industries, chemical industries, poultry and cattle field, spice based products, readymade garments, mechanical boats / small ships building units, pulses processing, dhall mills, coconut oil, masala powder, dry flowers, senna leaves processing, bakery products, poly bags, general engineering, processing and canning of gherkins etc.

The following viable projects are considered viable under MSME in Kovilpatti block. They are; Match industries, power loom, cereals and pulses processing, masala powder, processing of herbals, readymade garments, printing press, bakery products, vermicelli, etc.

In Thiruchendur block the following projects are considered viable under MSME. They are; Value added products from banana, palmyrah products, cashew nut processing, extracting oil from cashew kernals, prawn culture, sea weeds cultivation, salt industries, sea food industries, bakery products, mini modern rice mills, etc.
The following projects are considered viable under MSME in Alwarthirunagari block. They are; Modern rice mills, processing of pulses and cereals, banana products, bio fertilizers, bakery products, cattle feed, readymade garments, country/ chamber bricks, vermicelli, etc.

In Srivaigundam block the following projects are considered viable under MSME. They are; Country bricks, Modern rice mills, banana products, flour mills, lime stone works, dry flowers, cold storage, coconut oil, coconut coir, waste pith processing units, gherkins processing units, fruits and vegetables processing units, etc.

The projects considered viable in Udangudi block under MSME are as follows. Coconut based products, Palmyrah based products, timber sawing, jewellery works, Modern rice mills, readymade garments, value added products from drumstick, fish processing, activated carbon, etc.

In Karungulam block the following projects are considered viable under MSME. Chamber bricks, stone crusher, wooden toys, wax candle, readymade garments, products from banana, guava and mango pulp producing units, cereals and pulses processing, dry flowers, bio fertilizers, modern rice mills, cold storage, etc.

The following projects are considered viable under MSME in Sathankulam block. They are Value added products from drumstick, cashew nut processing, leather goods, timber works, pappads, noodles, cattle field, palmyrah based products, bakery products, etc.

In Kayathar block the following projects are considered viable under MSME. They are Bakery products, readymade garments, flour mills, masala powder, herbal
products, aloe-vera gel, gherkins processing units, pulses processing, senna leaves processing, dyes from flower extract, etc.

The following projects are considered viable under MSME in Ottapidaram block. They are; Salt refinery, readymade garments, tomato processing, herbal products, curry leaf powder manufacturing, gherkins processing units, aloe-vera gel, roller flour mills, cold storage, sea weed cultivation, etc. In Pudur block the following projects are considered viable under MSME. They are; Charcoal manufacturing, match factory, masala powder, cereals and pulses processing, oleoresin extraction units, etc.

The following projects are considered viable under MSME in Vilathikulam block. They are; Match factory, handloom/power loom, charcoal manufacturing, masala powder, oleoresin extraction, iodised salt manufacturing, coastal aqua culture, value added products from amla etc.

3.6 THOOTHUKUDI PORT

One of the various infrastructural facilities, which contribute towards development of fisheries in general, and marine products export in specific in Thoothukudi district is the port of Thoothukudi. This port, a major gateway for India’s international trade from the southern region, is located on the South Eastern coast of India adjoining the Gulf of Mannar of the state of Tamil Nadu about 600 km., south of Chennai.

The natural harbour with a rich hirer land activated the development of the port initially with wooden pies and it was declared as a minor anchorage port in 1868. The marine port of Thoothukudi, an anchorage port with litharge facilities has had flourishing traffic for over a century. This port was being used for export of salt, Cotton
yarn, sonar leaves, palmyrah stalks, Palmyra fibers, dry fish, country drugs and other products, to neighboring countries and for import of coal, cotton, copra pulses and grains.

Thoothukudi became the citadel of the freedom struggle in the early 20th century. In 1906, one of the greatest freedom fighters of India, Mr. V.O.Chidambaran Pillai, launched the first Swadeshi “S.S Gaelia” in British India, After Independence; the minor port of Thoothkudi witnessed a flourishing trade and handled a variety of cargo meant for the neighbouring countries of Srilanka, Maldives etc, and the coastal regions of India.

In 1969 the Government of India sanctioned a project for the development of a major port of Thoothukudi for handling ships of 9.14 km (30’’) draft. An artificial harbour was constructed within a break water system projecting into the sea for about 4 km and Thoothukudi port became the 10th major port of India in July 1974. The minor port of Thoothukudi was merged with the newly commissioned major port in 1979. The capacity of the port is 20.75 million tonnes and it handled 21.48 million tonnes.

Thoothukudi port is an artificial deep-sea harbour formed with rubble mound type parallel breakwaters projecting into the sea for about 4 Kms., (Length of North breakwater is 4098.66 m. length of South breakwater is 3873.37 m and the distance between the breakwaters is1275m). The port was designed and executed entirely through indigenous efforts. The harbour basin extends to about 400 hectares of protected water area and is served by an approach channel of 1450 meters length and 183 meters width¹.

¹http://www.investingintamilnadu.com/tamilnadu/infrastructure/tuticorin_port_profile.php
3.6.1 Shipping Agencies

The informal service of shipping agency which existed at the time of emergence of Thoothukudi as a port even in A.D. Loading and unloading of cargo was done manually from the thonies. The informal service continued even after constructing the jetties in 1894. After independence planned development took place to improve Thoothukudi harbour and garnishing the prospects of the trade, any families who were involved in the trade realized the need for dedicated man power for efficiently loading and unloading the cargo formed informal agencies. They also realized the need for systematic support service for the ships sailing and reaching the harbour. The smaller groups grew into 9 at the time when Thoothukudi port was declared as a major port in the year 1974.

The special features of this all weather port are round the clock operation navigation, Anchorage operation for lightening cargo, fourteen alongside berth, adequate warehousing and storage facility, modern cargo handling equipments to handle variety of cargo, good rail road connectivity for seamless transportation, integrated computerized system, EDI network, quick turn round of vessels and cordial industrial relations.

3.6.2 Marine Products

India with a long coast line of 8129 Km, 2 million sq. Km of Exclusive Economic Zone and 1.2 million hectares of brackish water bodies, offer vast potential for development of fisheries. Against an estimated potential of 3.9 million tonnes from marine sector, only 2.6 million tones are tapped. Fishing efforts are largely confined to the inshore waters through artisanal, traditional and mechanised sectors. The major marine products exported from the state include Frozen Shrimp, Prawn, Fish, Cuttle
Fish, Squid, Dried Items like Shrimp, Shark Fins, Cuttle Fish Bones, Fish Maws, Canned Shrimps, Fish, Lobster, Crab, Clam, Mussel, Squid Tubes, Aquarium fishes, Fresh fish, and others.

3.6.3 Marine Product Export

There are four distinct channels by which fish is marketed in the country. They are Local Fresh Fish Trade, Processed Fish Trade, Export Trade, and Domestic urban Trade. Exports of marine products have played a key role in developing the fishing and aquaculture sectors in India and this makes the fishery sector a key player in poverty alleviation and employment. India has a share of 2.58 per cent of the world seafood export trade. In terms of shrimp production India occupies the fifth position in the world and it is the top most suppliers of cephalopods to Europe. Aquaculture contributes 19 per cent by volume and 55 per cent by value of total seafood exports whereas farmed shrimp contributes 61 per cent by volume and 83 per cent by value of the shrimp exports.

3.6.4 Seafood Exports

Till the end of 1960, export of Indian marine products mainly consisted of dried items like dried fish and dried shrimp. Although frozen items were present in the export basket from 1953 onwards in negligible quantities, it was only since 1961 the export of dried marine products was overtaken by export of frozen items leading to a steady progress in export earnings. With the devaluation of Indian currency in 1966 the export of frozen and canned items registered a significant rise. Frozen items continued to dominate the trade. Markets for Indian products also spread fast to developed countries from the traditional buyers in neighboring countries.

MPEDA Newsletter, Cochin, 2012.
3.7 CLUSTERS

Thoothukudi district has the possibilities of cluster development in the following industries.

3.7.1 Salt industry
3.7.2 Readymade garments
3.7.3 Handmade matches
3.7.4 Fish processing/Fish based products

3.7.1 Salt Industry

Salt industry is the main backbone of economic development of the district. It is the cluster group of industry of Thoothukudi district and was extended in an area of 15700 Acres with production of 17.12 Lakhs M.T. Thoothukudi district is endowed with a coastal line of about 121 Kms and territorial waters covering thousands of Hectares. During the survey it is reported that 2208 Units are engaged in salt production. The total area found viable for salt cultivation is about 40,000 Acres. Further it is reported from the survey 126 permitted iodised salt plants and 4 refined free flow iodised manufacturing units are functioning and produce about 70,000 M.T per Annum. The concentration of salt unit is centered on Thoothukudi, Srivaikundam and Thiruchendur Taluks. Also a considerable number of salt units are clustered in Vilathikulam block. There are about 2000 small - scale salt manufactures and traders in Thoothukudi district

3.7.2 Readymade Garments

Puthiamputhur is one of important village involved in manufacturing ready-made clothes. The clothes are sent all over Tamil Nadu and even to several parts of
India like Mumbai. It provides employment for more than 1500 people mostly hailing from near villages.

3.7.3 Hand Made Matches

There are about 1100 handmade safety matches manufacturing units available in Thoothukudi District. These units are mostly clustered in Kovilpatti and Villathikulam taluks. These clusters provide employment to about 30,000 persons.

3.7.4 Fish Processing / Fish Based Products Cluster

Thoothukkudi District is blessed with a coastal line of 121 Kms. and fisheries, fish processing is the ancient and traditional industry. The fisherwomen of this district can be formed into groups and they can be trained in activities like fish processing, value added fish products. The Fisheries College and Research Institute, Thoothukkudi imparts high profile training to the willing entrepreneurs and women SHGs in value added fish products, ornamental fish culture etc., There is a good scope in Thoothukkudi District for this cluster which has an excellent market potential.

3.8 ROLE OF INSTITUTION IN ENTREPRENEURIAL DEVELOPMENT IN THOOTHUKUDI

3.8.1 District Industries Centre

The District Industries Centers programme was launched on May 1, 1978, with a view to providing an integrated administrative framework at the district level, which would look at the problems of industrialisation in the district, in a composite manner. In other words District Industries Centers is the institution at the district level which provides all the services and support facilities to the entrepreneurs for setting up small and village industries. DIC identification suitable schemes for SSI units, preparation of
feasibility reports, arranging for credit, machinery and equipment, provision of raw materials and other extension services are the main activities undertaken by these centers. Broadly DICs are trying to bring change in the attitude of the rural entrepreneurs and all other connected with economic development in the rural areas.

The important objectives of DICs are as follow :

i) Accelerate the overall efforts for industrialisation of the district.

ii) Rural industrialisation and development of rural industries and handicrafts.

iii) Attainment of economic equality in various regions of the district.

iv) Providing the benefit of the government schemes to the new entrepreneurs.

v) Centralisation of procedures required to start a new industrial unit and minimisation - of the efforts and time required to obtain various permissions, licenses, registrations, subsidies etc.

The main functions of District Industries Center are as follows.

- Acts as the focal point of the industrialisation of the district.
- Prepares the industrial profile of the district
- Statistics and information about existing industrial units in the district in the large, Micro, Medium, small as well as co-operative sectors.
- Opportunity guidance to entrepreneurs
- Compilation of information about local sources of raw materials and their availability.
- Manpower assessment with respect to skilled, semi-skilled workers.
➢ Assessment of availability of infrastructure facilities like quality testing, research and development, transport, prototype development, warehouse etc.

➢ Conducting Motivation campaigns.

➢ Counseling and guiding the entrepreneurs

➢ Issuing Part I EM Acknowledgements to micro, small and medium enterprises by manual and online.

➢ Issuing Part II EM Acknowledgements to micro, small and medium enterprises which commenced production by manual and online.

➢ Conducting Single Window Committee Meeting periodically to get the clearances fast from different agencies like TNEB, local body etc.,

➢ Preparing technical feasibility report, whenever the financial institution ask for.

➢ Issuing registration certificate for Cottage Industries

➢ Issuing registration certificates for Handicrafts Industries

➢ Conducting task force committees to select the beneficiaries under Prime Minister’s Employment Generation Program (PMEGP) for the unemployed youth, to set up manufacturing and service industries by tying up with financial institutions for loan assistance with subsidies.

➢ Conducting task force committees to select the beneficiaries under Unemployed Youth Employment Generation Program (UYEGP) for the unemployed educated youth, to set up manufacturing, service and business enterprises by tying up with financial institutions for loan assistance with subsidies.
Giving incentives such as state capital subsidy, LTPT power tariff subsidy, generator subsidy, VAT subsidy etc., to Micro and Small enterprises in Thoothukudi district

Conducting entrepreneur development program at selected institutes for the probable entrepreneur.

Conducting seminars, workshops, etc., on industrial development and related subjects.

Formation of industrial co-operatives societies

Recommending the industries for district level and state level awards

Identifying the sick units and assisting them, through district sick units declaration committee.

Assisting the Micro, Small and Medium enterprises to get their long pending dues from their borrowers through regional industrial facilitation council. Assisting SC/ST entrepreneur under twenty point programme.

Conducting regular meeting with local SSI association to solve any particular problem.

Assisting the banks in recovering the dues from the PMRY /PMEGP/ UYEGP beneficiaries by conducting regular recovery campaigns

Associating with various Department / Government agencies like TAHDCO, TABCEDCO etc., for the upliftment of the entrepreneur belonging to the socially weaker sections
Identifying and developing cluster of industries under cluster development programme

Operating Export Guidance and promotion Cell in District Industries Centre, Thoothukudi to provide guidance to develop exports of various products manufactured by Industries

3.8.2 National Skill Development Corporation

National Skill Development Corporation (NSDC), which was formed under the Ministry of Finance, is one of its kind public-private partnership with 51 per cent equity held by private sector and the balance 49 per cent by the Union Government. Formed in 2010, NSDC is a professionally run not-for-profit company that includes 39 sector skill councils and 136 training partners with over 2500 training centres spread across 366 districts in the country. NSDC is mandated to provide skill to 150 million Indians by 2022.

3.8.3 State Industries Promotion Corporation of Tamilnadu

State Industries Promotion Corporation of Tamilnadu Ltd (SIPCOT) was established in the year 1971 to develop industrial growth in Tamilnadu. To give main thrust to area development activities, the organization involves in the formation of industrial complexes by providing basic and comprehensive infrastructure facilities for the industries to set up their units. SIPCOT has so far developed 20 Industrial Complexes in 12 districts and Six Sector Specific Special Economic Zones (SEZs) across Tamil Nadu. SIPCOT also acts as a Nodal Agency of Government of Tamil Nadu in the sanction / disbursement of Structured Package of Assistance to large industrial units.
3.8.4 Entrepreneurship Development Institute

Established in 2001, the Entrepreneurship Development Institute (EDI), Chennai is an apex organisation in the field of entrepreneurship education and self-employment promotion in the state of Tamil Nadu. Entrepreneurship Development Institute, Chennai (EDI) was constituted by Government of Tamil Nadu and is administered by Department of Micro, Small and Medium Enterprises (MSME). EDI has embarked on a multipronged strategy to be executed in the next few years which involves a series of programs to be introduced with the objective of promoting Entrepreneurship in Tamilnadu.

The different training programs which are provided by the department will certainly help the individuals who have an ambition to start their own enterprise and thereby follow their dreams. EDI is partnering with the best HR and training companies in the country to deliver these programs. These companies have experienced trainers in specific domains who will be able to deliver the programs in an effective manner.

3.9 MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

Micro, Small and Medium Enterprises (MSME) contribute nearly 8 percent of the country’s GDP, 45 percent of the manufacturing output and 40 percent of the exports. They provide the largest share of employment after agriculture. They are the nurseries for entrepreneurship and innovation. They are widely dispersed across the country and produce a diverse range of products and services to meet the needs of the local markets, the global market and the national and international value chains.

The Ministry has a number of programmes to help and assist entrepreneurs and small businesses. If you are planning to set up business, you may contact National
Institute for Entrepreneurship and Small Business Development (NIESBUD), National Institute for Micro, Small and Medium Enterprises (NI-MSME), Indian Institute of Entrepreneurship (IIE) or the Development Commissioner (DCMSME) for details about their programmes. If you are an existing entrepreneur and would like to improve your competitiveness, you may contact DC, MSME who can be of assistance in various ways. If you want to set up a village industry or want to know more about Khadi or Coir Products, you may contact KVIC or Coir Board.

Ministry of MSME encourages and honors innovation and enterprise. We work in close coordination with the State Governments, Industry Associations, Banks and other stakeholders through our numerous field offices and technical institutions to help the ‘engines of growth’ throughout the country.

3.9.1 Entrepreneurship Development Programmes

Entrepreneurship development is one of the key elements for promotion of micro and small enterprises, particularly, the first generation entrepreneurs. Entrepreneurship, and resultant creation of employment and wealth, is a major means for inclusive development. Hence, entrepreneurship development has been one of the priorities in countries the world over. The Entrepreneurship Development Institute, Chennai has organised a series of Entrepreneurship Development Programmes entitled “you can be an entrepreneur” at various Districts. The programme is designed to equip first generation entrepreneurs with business ideas, project report preparation and ways to tap financial assistance for their business plan. This programme is exclusively for unemployed SC/ST graduates / Diploma holders only. EDI will conduct the programme at an Institution in the district selected by the EDI. The programme is entirely free for all SC/ST candidates.
Entrepreneurship Development Institute (EDI), Chennai, organise entrepreneurship development programmes to benefit educated youths (graduates in engineering / management, arts and science and diploma holders in engineering, both men and women) who aspire to be self-employed. The participants will be motivated and thoroughly guided to set up and manage small-scale industrial or service projects. This one month, full-time intensive programme will cover all aspects of entrepreneurship / self-employment guidance. Topics such as (i) product / project identification, (ii) procedures of starting small-scale enterprises, (ii) business plan preparation and (iv) financial and subsidy schemes for new entrepreneurs, will be discussed by specialist officers from govt. promotional depts., commercial banks / financial institutions. Renowned industrial consultants specialised in micro and small projects, chartered accountants and prominent successful entrepreneurs will be invited to deliver lectures and offer mentoring services 3.

3.9.2 Women Entrepreneurship Development Program (WEDP) and Entrepreneurship Cum Skill Development Programmes for Women (WESDP)

The EDI will organise Women Entrepreneur Development Programmes [WEDPs] in order to create a business environment that encourages the initiative of rural and urban women entrepreneurs and to enhance the human and institutional capacities required to foster entrepreneurial dynamism and enhance productivity.

The Women Entrepreneur Development Programme aims at providing entrepreneurship training to women, mentoring women entrepreneurs and technical skills upgrading. The WEDPs will help women entrepreneurs to improve their production processes and management techniques and support their initiatives to start new enterprises. The Entrepreneurship cum Skill Development Programme (ESDP)

3 http://www.editn.in/govtof_india.aspx
will combine skill training in a variety of sectors with modules in management, marketing, finance and business plan preparation to help women set up skill based enterprises.

3.9.3 General Entrepreneurship Development Program (EDP) and General Entrepreneurship Development Program (EDP)

An Entrepreneurship Development Programme (EDP), aims at providing training in the essentials of conceiving, planning, initiating and launching an economic activity or an enterprise successfully. The programme content includes class room training on essentials of entrepreneurship, identification of business opportunities, schemes of assistance offered by various constituents of the support system, preparation of a technically feasible and economically viable project report, Achievement Motivation Training and also the nuances of management of an enterprise. Target Group: The Diploma Holders /Graduates and above - for 4 Weeks Programmes. 10th pass/+2 pass - for 2 Weeks Programmes. Duration : 2 Weeks and 4 Weeks Age : 18 Years to 35 Years.

3.9.4 Entrepreneurship and Skill Development Program (ESDP) General Candidates

The objective of the ESDP is to provide training for skill upgradation so as to equip the trainees with modern technological skills. Typical ESDPs may be conducted in Machine Shop Practice, CNC, Heat Treatments, Electroplating, Sheet metal, Welding, Tool and Die Making, Glass and Ceramics, Industrial and Art Wares, Herbal Cosmetics, Fashion Garments, Hosiery, Food and Fruit Processing Industries, Information Technology, Hardware Maintenance, Soap and Detergents, Leather

http://www.editn.in/compendium.aspx
Products/Novelties, Servicing of Household Electrical Appliances and Electronic Gadgets, Gem Cutting and Polishing, Engineering Plastics etc. However, the above list is only illustrative and not exhaustive. Based on Market need and demand, more skills can be identified and Skill Development Programmes will be designed and offered. There will also be a management module on how to establish and manage an enterprise.

Target Group: The Diploma Holders / ITIs / any Certified Trade Course / VTP. 
Duration : 180 hours - over 30 days Age : 18 Years and above

3.9.5 Technology Based Entrepreneurship Development Program (TEDP)

A TEDP is designed to motivate and develop entrepreneurs in specific products/processes/ cutting edge / intermediate technologies developed by CSIR labs, CLRI, CIPET, CITRA, FTDI, R&D institutions, State Universities etc., for the qualified graduates/ diploma holders in various disciplines of Science and Technology who can generate ideas and develop Business Plan and Business Ventures. The EDI will identify the above institutions as knowledge partner who will give technological training and EDI will give the management training. Based on the Technological input, entrepreneurs will be encouraged to prepare Business Plans in collaboration with the partner institutions. A Technology Based EDP primarily focuses on the training and development needs of S&T entrepreneurs in a specific technology area (for example, Leather, Plastic, Electronics and Communication, Fragrance and Flavour, Instrumentation, Sports Goods, Bio-technology, IT Computer Hardware, Food Processing, Bio-medical Equipment, Glass and Ceramics, Jute Products, Sustainable Building Materials, Herbs and Medical Plants Processing, etc.). The above list is only illustrative and not exhaustive. Based on Market requirement, more sunrise industries will be identified and designed according to the market demand. The participants will
be provided with hands-on training in indigenous technologies developed by R&D institutions that may be available for commercial exploitation.

Target Group: B.E. Graduates/Graduates/Post Graduates in any branch of Science/ Diploma/Degree in a specified branch of Engineering/Technology depending on the nature of TEDP. Duration : 6-weeks duration Age :18-35 Years,(relaxable in exceptional circumstances).

3.9.6 Entrepreneurship Awareness Camp

In order to create awareness among faculty and students of Engineering and Science courses about various facets of entrepreneurship as an alternative career option as also to highlight the merits of pursuing such an option. In each EAC, about 75 students will be exposed to different aspects of entrepreneurship, including Achievement Motivation, Identification of opportunities for entrepreneurs, How to start a SSI unit, Government regulations, rules & procedures, location, Creativity and business, Communication skills etc., will be covered. A visit to the industries located in the region will also be arranged to bring the students in direct touch with practicing entrepreneurs.

Target Group: Science and Technology graduates/diploma holders or those who are doing their final year diploma / degree in engineering / technology / science. Duration : 3- days duration Age :18 Years and above.

3.9.7 Scheme of Mentorship for New Entrepreneurs

The main lacuna standing in the way of potential entrepreneurs from becoming successful is the absence of a mentor. Quite often, the absence of timely information relating to the market, trends in the economy, a proper understanding of how to
approach financial institutions and potential investors, ignorance of the plethora of acts, rules and regulations - these can make the difference between success and failure for the first generation entrepreneur.

3.9.8 Technology Based Entrepreneurship Development Program

The objective of the scheme is to supplement the efforts of public extension in the agriculture sector by technology and management inputs to promote a new brand of entrepreneurs in Agriculture called Agripreneurs. Identification of Agripreneurs will be based on experience and educational background. The ADP will support agricultural development and create gainful self-employment opportunities to unemployed agricultural graduates. Target Group Agricultural graduates, agricultural Diploma holders, Intermediate in agriculture and biological science graduates with PG in agri-related courses. Duration : 2 month (Residential) - 60 days Age : 18-35 Years,(relaxable in exceptional circumstances).

3.9.9 Cluster Based Awareness Programmes

The Cluster Development Programme is aimed at the development of MSMEs in the various Industry clusters in the State to face various challenges which are common to that industry. The programme will improve their operational performance and help them to sustain themselves in the face of Global competition. Prominent clusters in the State cover Tannery, Textiles, cashew, coir, Engineering, silk etc. Target Group MSMEs clusters in various of Districts namely leather, coir, cashew, Automobile / Engineering, etc. will be covered. The list is, however, not exhaustive, but only indicative. New clusters will be identified and covered by continuous survey.
3.10 CONCLUSION

This chapter explains about the profile of the educational avenues available and the industrial scenario in Thoothukudi district. The role of Government in the development of entrepreneurship is also presented in this chapter.