

CHAPTER- II

PROFILE OF KANCHIPURAM DISTRICT

In this chapter, a brief description on historical importance, administrative set up, agro-economic features, infrastructure, and microfinance activities in the district are provided.

A: Location:

Kanchipuram District is situated on the northern side of the east coast of Tamil Nadu and lies between north latitude 11°00' & 12°00' and between east longitude 77°28' & 78°50'. The district is bounded on the east by Bay of Bengal, on the North by Thiruvallur and Chennai Districts, on the West by Vellore and Thiruvannamalai Districts and south by Villupuram District and Pondicherry state. The district has a total geographical area of 4307 sq. kms and coast line of 57 Kms. Kanchipuram District is one of the Historical Districts of Tamil Nadu. Kanchipuram is also known as the city of thousand temples.

B: The Silk City:

Today, apart from its temples, this town is also known for its thriving handloom industry. Kanchipuram town is also known as Silk city since the main profession of the people living in and around is weaving silk sarees. The silk weavers of Kanchipuram settled more than 400 years ago and have given it an enviable reputation as the producer of the best silk sarees in the country. Woven from pure mulberry silk and have an enviable reputation for texture, luster, durability and finish. The sarees in dazzling colours are available in every imaginable design and variety, which can make the job of selection quite challenging.

More than 5,000 families are engaged in this industry and their spectacular creations are marketed by a number of co-operative societies, located all over the state. The products of Kanchipuram silk sarees are in architectural techniques, by using standard quality of fine

gold threads; thus they are worthy and good quality in nature to compare with other silk sarees, the Kanchipuram silk sarees are very famous in the world.

C: Historical aspect:

Kanchipuram - the ancient town and head quarter of the district, which held and still holds a lot of historical significance, is prominent during the pallava dynasty. 'Kanchi' in Tamil literature was also one of the seven celebrated holy cities of ancient and medieval India. Azhwars like Nammazhwar, Periyazhvar and Saivite Nayanmars like Sudramoorthy, Thirunavukkarasar sung their hymns in this town. A great Vainava scholar Sri Ramanujar was born in Sriperumbudur of Kanchipuram District. Sri Athi Sanakarar has founded and established Kamakoti Peetam.

An architectural, historical town known as 'Mamallapuram' is also located in this district. The atomic power station, which started functioning in 1983 is at Kalpakkam which is nearer to Mamallapuram. Kanchipuram town is located on the bank of the Vegavathi River which is found dried most of the years.

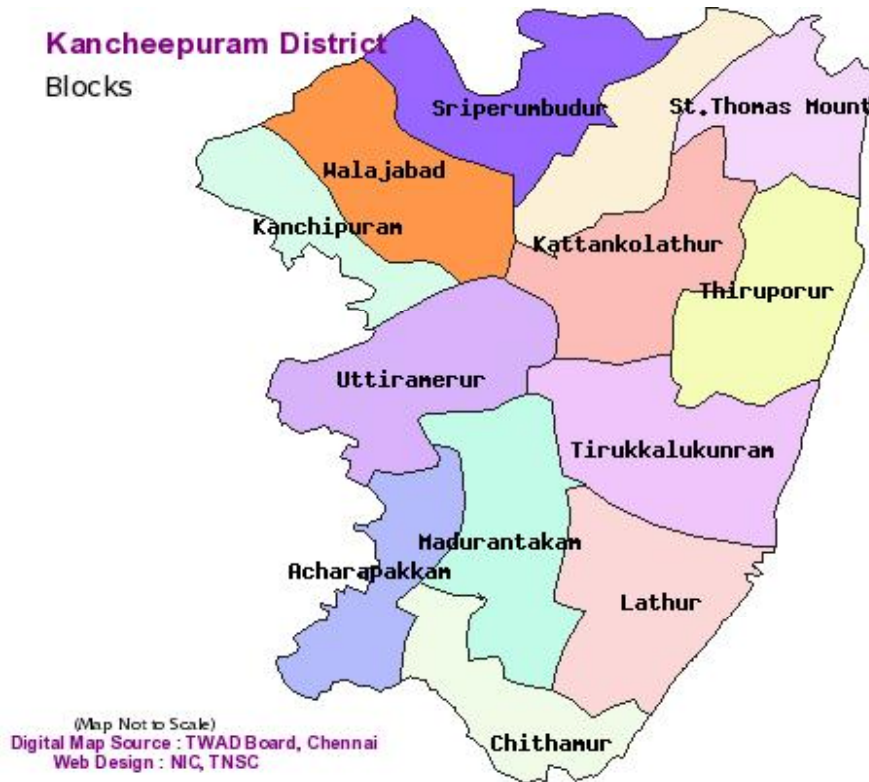
Kanchipuram was the historical capital of Pallavas, having magnificent temples of unique architectural beauty that bear eloquent testimony to its glorious Dravidian heritage. The Kanchi Kamakoti Peetam is also located here. Kanchipuram is synonymous with silk, where the richest of silks are woven by the deft fingers of skilful weavers.

Mamallapuram on the shores of Bay of Bengal is famous for the shore Temples & Carvings, Monolithic Rathas of Pallava period. Uthiramerur (stone inscriptions-symbol of democratic voting), Sriperumbudur (birth place of saint Ramanujar, the father of Viashnavite philosophy) are of historical value. Other tourist attractions are Vedanthangal (one of the major water bird sanctuaries in India) and Vandalur (Arignar Anna Zoological Park).

The modern giant car production companies-Hyundai Motors Co at Irunkattuklottai and Ford Motor Co at Maraimalainagar, BMW at Mahindra city, Renault Nissan and Motor vehicle testing facility at Oragadam, Telecom multinationals Nokia and Flextronics and Saint Gobain Glass have added industrial pride to the district.

D: Administrative setup:

Figure 2: Kanchipuram District Map



Initially known as Chengalpattu District, was bifurcated on 18.11.1997 as Kanchipuram and Thiruvallur districts. Due to development and fast urbanization on the outskirts of Chennai, joinery areas of the district are attached to Chennai Metro then and there. Currently the district has the administrative set up as depicted in table 2.1.

Table: 2.1. Administrative setup

District Head Quarters	Kanchipuram
No. of Revenue Divisions	4
No. of Taluks	10

No. of Revenue Firkas	61
No. of Blocks	13
No. of Town Panchayats	24
No of Village Panchayats	648
No. of Municipal Centres	10
No. of Revenue Villages	1215

Source: www.kanchi.tn.nic.in

E: Agro Climatic features:

The total area covered under forest in the district is 23,856 hectares. Palar is the main river of this district. Cheyyar and Vegavathy rivers are tributaries and join Palar at Thirumukkudal. And the important Lakes found in the district are Madurantagam, Thenneri, Damal, Kolavai, Sriperumpudur, Uthiramerur, Pillaipakkam, Sembarampakkam. Majority of the area are found with Red, brown and black soil. And also some parts of the districts are found with mixed and alluvial soil. This district lies in the Tropical Climatic Region. It is benefited by both the South-West and North East monsoons, but the major rainfall is during the latter.

F: Agriculture:

1) Land Use Pattern: Out of the total geographical area of 4.4 lak hectares during 2008-09, only 2.9 lak hectares are available for cultivation. However, only 1.4 lak hectares are found as cropped area. Cropping intensity was noted as 1.066. The total cropped area noted during 2009-10 was only 1.27 Lak hectares. This reduction in cropped area indirectly indicates that cultivable land is being converted for real estate and industrialization.

2) Distribution of Land Holdings: More than 82 % (2.2 lak) of farmers are holding less than one hectare of land which is summing upto 42 % (0.72 Lak Ha) of the total farming land. However, less than 6% (0.15 Lak) of the farmers are holding more than 33% (0.58 Lak Ha) of the total land.

3) Irrigation Coverage: Out of total are available (2.13 Lak Ha) for irrigation only 57% of the land (1.22 Lak Ha) is irrigated at least once. Also it was noted that 0.68 Lak hectares were irrigated by wells and 0.62 lak hectares by tanks.

4) Cropping Pattern: Total agri cropped area is reduced from 225,575 hectare to 210,713 hectare during 2006-07 to 2007-08. Among the horticultural crop cultivated, total area cultivated with mango and guava is increased, but the yield is considerably reduced during 2006-07 & 2008-09.

5) Regulated Markets: Regulated markets for agricultural commodities are available at Kanchipuram, Uthiramerur, Sunguvarchatram, Tirukkalukundram, Madurantakam, Acharapakkam and Chengalpattu.

6) Animal Husbandry: Cattle rearing predominantly seen in the district. Because of the potential found in the district for milk few dairy corporate like Hatsun, Heritage, Ananaya and Seva dairy units have set up their chilling & production unit. Proximity to the Chennai city which is the major milk consumer market is an added advantage for them. About 4.06 Lak indigenous cattle breed, 1.51 Lak cross cattle breeds and 1.16 Lak buffalo breeds are present. Also 1.73 Lak goat, 1.14 Lak sheep and 1.82 indigenous poultry breed are present to cater the meet requirement for the district and neighboring market.

7) Fisheries: The district has a long coastal line offering good scope for development of marine fisheries. The west coastal areas in Tirupporur, Lathur and Chithamur Blocks are ideal for prawn/shrimp culture. The marine fish catches in the district is around five thousand tonnes per annum.

G: Population:

In 2011, Kanchipuram had population of 3,990,897 of which male and female were 2,010,309 and 1,980,588 respectively. There was change of 38.69 percent in the population compared to population as per 2001. In the previous census of India 2001, Kanchipuram District recorded increase of 19.15 percent to its population compared to 1991.

The initial provisional data suggest a density of 927 in 2011 compared to 668 of 2001. Average literacy rate of Kanchipuram in 2011 were 85.29 compared to 76.85 of 2001. If things are looked out at gender wise, male and female literacy were 90.34 and 80.17 respectively. For 2001 census, same figures stood at 84.73 and 68.79 in Kanchipuram

District. Total literate in Kanchipuram District were 3,065,799 of which male and female were 1,634,114 and 1,431,685 respectively. In 2001, Kanchipuram District had 1,952,198 in its total region.

With regards to Sex Ratio in Kanchipuram, it stood at 985 per 1000 male during 2011 compared to 2001 census figure of 975. The average national sex ratio in India is 940 as per latest reports of Census 2011. In census enumeration, data regarding child under 0-6 age were also collected for all districts including Kanchipuram. There were total 396,254 children under age of 0-6 against 337,259 of 2001 census. Of total 396,254 male and female were 201,499 and 194,755 respectively. Child Sex Ratio as per census 2011 was 967 compared to 961 of census 2001. In 2011, Children under 0-6 formed 9.93 percent of Kanchipuram District compared to 11.72 percent of 2001. There was net change of -1.79 percent in this compared to previous census of India.

Kanchipuram District population constituted 5.53 percent of total Tamil Nadu population. In 2001 census, this figure for Kanchipuram District was at 5.53 percent of Tamil Nadu population.

Table: 2.2. Population

Description	2011	2001	Grown (Value)	Growth (%)
Actual Population	3,990,897	2,877,468	1,113,429	38.69%
Male	2,010,309	1,457,242	553,067	37.95%
Female	1,980,588	1,420,226	560,362	39.46%
Population Growth	38.69%	19.15%	-	-
Area Sq. Km	4,307	4,307	-	-
Density/km2	927	668	259	38.77%
Proportion to Tamil Nadu Population	5.53%	4.61%		
Sex Ratio (Per 1000)	985	975	10	
Child Sex Ratio (0-6 Age)	967	961	6	

Average Literacy	85.29	76.85	8	
Male Literacy	90.34	84.73	6	
Female Literacy	80.17	68.79	11	
Total Child Population (0-6 Age)	396,254	337,259	58,995	17.49%
Male Population (0-6 Age)	201,499	171,997	29,502	17.15%
Female Population (0-6 Age)	194,755	165,262	29,493	17.85%
Literates	3,065,799	1,952,198	1,113,601	57.04%
Male Literates	1,634,114	1,088,943	545,171	50.06%
Female Literates	1,431,685	863,255	568,430	65.85%

Source: 1. District statistical handbook 2005-06, Kanchipuram district,
2. www.census2011/co.in/census/district/22-kanchipuram.html

H: Occupation Pattern (As per 2001 census)

Table 2.3. Occupation Pattern

Main workers	916,295
a. Total workers	1,144,929
b. Male workers	804,154
c. Female workers	340,775
d. Rural workers	605,612
e. Urban workers	539,317
f. Cultivators	113,591
g. Agricultural Laborers	169,970
h. Household industry	53,232
i. Other workers	579,502
j. Marginal workers	228,634
Non-workers	1,732,539

No. of House Holds in the District: 921042 (based on ration card)
Source: District Statistical Hand book 2010-11, Kanchipuram District

I) Industries: The Kanchipuram District is one of the most vital and vibrant districts in terms of industrial development in the State. This district provides enough scope for the

development and growth of industries engaged in the textile garments, leather products, granite, silk, alloy, castings, machine tools and automobile products. The district has also industrial giants - two large scale car production units with foreign collaboration are functioning at Sriperumbudur (HYUNDAI) and Maraimalai Nagar (FORD). The giant glass manufacturing unit of Saint Gobain Glass has come with its second unit near Sriperumbudur. NOKIA & Flextronics international telecom manufacturer has also set up its manufacturing unit in the District.

The district provides ideal location for the SSI units as it adjoins the metropolitan city of Chennai. All the facilities like international airport, sea port, excellent road and rail facilities, telecommunication links, power and marketability of products are all easily available and are within the reach of the common entrepreneurs of this district. The District Industries Centre is functioning at Kanchipuram to promote and co-ordinate the industrial development. Existing facilities and infrastructure available in the district is as mentioned in the table 2.4

Table: 2.4 Industries in the district

Large & Medium Scale Industries	279
Small Scale Industries	16138
Cottage Industries	16307
Handicrafts	6269

Source: Annual Credit Plan 2011-12, Kanchipuram District, Indian Bank, Lead Bank Office.

Many of the corporates at SIPCOT provides free & concessional transportation facilities to the work site from various parts of the district. More over its all time bound jobs with 8 hours duty which attracts many of the work forces from the various parts of the district. On the other side it may be inferred that due to industrial development in the district, the available work force on the traditional silk weaving & farming is drastically reduced in the district. Few of the textile retailers like Pothys, Chennai Silks in Chennai are having their contract weavers at few parts of the district for production of silk materials.

Cottage & Village Industries: Handlooms, Mat Weaving, Stone Carving, Basket Making, Bleaching and Dyeing, Toy Making & embroidery and Spare parts are the important cottage and village industries in this district.

An important Handloom activity is the silk cloth. There are 33 silk societies and 123 cotton societies whose estimated value of purchase turnover was Rs. 150.00 crores and sales Rs. 100.00 crores. Kanchipuram and its suburbs account for about 75% of the silk sarees produced in Tamil Nadu. The silk industry is managed by a number of weaver and producer's societies in the district and the sarees are marketed throughout the country by Co-optex. The district is also known for the manufacture of lungies in the Handloom sector.

J) Infrastructure:

i) Roadways: The length of roads in the district is as mentioned in the table 2.5.

Table; 2.5. Roadways

National Highways	241 Kms
State Highways	2171 Kms.
Corporation/ Municipality Road	568 Kms.
Panchayat Union Roads	3206 Kms.
Town Panchayat / Township Roads	1247 Kms.
Others (Forest Roads)	11 Kms.

Source: District Statistical Hand book 2010-11, Kanchipuram District

ii) Railways and Airways: The district has 36 railway stations and has the broad gauge & meter gauge length of 139 KMs and 82 KMs respectively. Both international and domestic airports are available in Meenambakkam (Chennai).

iii) Post & Telegraph: We can infer from the below figure, the postal business is drastically reduced in the recent years on account of entry of increased private courier service providers and increase usage of E-mail & mobile phones. We also can infer that requirement for increased telephone exchanges.

Table: 2.6. Post office & Telegraph office

	2005-06	2009-10
Post Office doing postal business only	640	238
Post office doing Post and Telegraph Business	58	22
No. of Telephone Exchanges	68	120

Source: District Statistical Hand book 2010-11, Kanchipuram District

iv) Hospitals: While total number of Govt. hospitals and PHCs are increased, the total number of dispensaries is reduced considerably.

Table: 2.7. Hospitals

	2005-06	2009-10
No. of Hospitals	11	32
No. of Dispensaries	105	9
Primary Health Centres	48	81
Health Sub-Centres	364	364
Other Medical Institutions	1	1

Source: District Statistical Hand book 2010-11, Kanchipuram District

v) Educational Institutions: Widely noted fact is that except few ancient college in the Chennai city, most of the colleges are located in the outskirts of the city which falls in neighboring districts. Another important factor to note is that the total numbers of educational institutions are increased in all the categories.

Table: 2.8. Educational Institutions

	2005-06	2009-10
Universities	4	4
Arts & Science Colleges	30	20
Engineering Colleges	52	91
Schools for general Education	1863	2536
Schools for professional Education	1	7

Institutions for other professional Education	15	17
---	----	----

Source: District Statistical Hand book 2010-11, Kanchipuram District

Unlike the village people in other districts of the state, village people at Kanchipuram district are much exposed in various aspects due to increased opportunity to quality & higher education, more employment opportunities, access to Chennai Metro city.

vi) Cooperative Institutions:

Table: 2.9. Cooperative Societies

Vegetable Growers Co-op Societies	3
Cooperative Urban Bank	5
PACB	160
Cooperative Salt Society	3
PARDB	5
Cooperative Marketing Society	4
Farmers Cooperative Society	2
DCCB Branches	25
Housing Coop. Societies	37
Weavers Coop. Societies	90
Khadi & Village Industries Societies	75
District Coop. Union	3

Source: District Statistical Hand book 2010-11, Kanchipuram District

K). Banking Profile:

Table: 2.10. Banking Network (No. of Branches)

Institutions	March 2009	March 2010	March 2011	March 2012	March 2013
1. Commercial Bank Branches	245	347	378	401	457
Of Which					
Public Sector Banks	205	268	285	305	336
Private sector Banks	40	79	93	96	121

2. District Central Coop Bank Branches	24	24	24	24	27
3. Regional Rural Bank	1	1	1	1	5
3. Primary Coop. Agrl. And Rural Development Bank	5	5	5	5	5
4. TIIC	1	1	1	1	1

Source: Annual Credit Plan, 2010-11, 11-12, 12-13, & 2013-14, Kanchipuram District, Indian Bank,

Business Position of Commercial Banks: The key banking parameters relating to performance of Commercial Banks in Kanchipuram District for the years ended between March 2009 and March 2013 are furnished below.

Table: 2.11. Banking Business (Rs. in Crores)

Parameters	March 2009	March 2010	March 2011	March 2012	March 2013
Total No. of Branches	245	347	378	401	457
Total Deposits	9943.43	13656.25	18347.52	20859.34	22692.25
Total Advances	5286.66	6810.25	9197.89	11590.76	13511.12
CD Ratio	53	50	50	56	60
Adv. To Priority Sector	3175.32	3925.94	4624.12	5746.60	6975.69
% to Total Advances	60	58	50	50	52
Adv. To Agriculture	991.95	1232.54	1639.24	2387.27	2654.79
% to Total Advances	18.76	18	18	21	20
Adv. To SSI	775.99	1088.59	1177.83	1316.00	1601.28
% to Total Advances	14.67	16	14	11	12
Adv. To Weaker Sections	626.79	867.15	984.32	1172.82	1376.28

% to Total Advances	11.85	13	11	10	10
Adv. To DRI	0.53	3.97	6.31	9.41	9.51
% to Total Advances	0.01	0.06	0.10	0.08	0.04

Source: Annual Credit Plan, 2010-11, 11-12, 12-13, & 2013-14, Kanchipuram District, Indian Bank,

The total deposits of commercial banks as of March 2013 stood at Rs 22692.25 crores which has shown an increase of 8.8% over the position as of March 2012. The total advances of commercial banks as of March 2013 stood at Rs 13511.12 crores which has shown an increase of 16.6% over the position as of March 2012. Also the advances given to priority sector had increased from Rs 5746.60 crores during 2012 to Rs 6975.69 crores during 2013.

L) SHG Bank linked Microfinance Lending:

The great nation India having covered 9.7 crore poor households has emerged as the largest in the world as on 31st March 2010. Tamil Nadu is ranked second in the country after Andhra Pradesh, in SHG-Bank linkage programme. The cumulative number of SHG credit linked in Tamil Nadu as on 31st March 2011 stood as 9,51,783 with an aggregate bank loan of Rs 10,384.36 Crore. The district is reported to have the maximum number of SHGs in the state.

Table: 2.12. SHGs credit linkage.

Year	No. of SHGs credit Linked	Bank Loan (Rs Lak)	Per group Average Loan (Rs)
2008-09	11624	8332	71680
2009-10	8622	11192	129800
2010-11	12099	15500	128110

Source: Annual Credit Plan, 2010-11, 11-12, & 2012-13, Kanchipuram District, Indian Bank,

Though the district has 75 NGOs, only below is the list of NGOs registered with District Rural Development Agency, Project Office, Mahalir Thittam of the District. Apart from the SHGs formed by NGOs for Bank linked lending, many other Microfinance Institutions (MFIs) are into microcredit. Various modes of Microcredit exist in the district is enumerated in the subsequent chapter. Below are MFIs those who have their network in the district. Total MFI beneficiaries in the district are 1.525 Lak in the district.

M). MFI Lending:

As per the Mixmarket, a concern which aim to strengthening microfinance sector with object data analysis, in India there are 282.5 million MFI active borrowers who had borrowed a total Loans of 43.4 billion USD and has Deposits base of 1.5 billion USD by 28.9 million Depositors: 28.9 million as of 2011. Also there are 1249 MFIs operating in India.

Unlike, registered self help groups having reported with District Mahalir Thittam, there is no agency, which publishes consolidated and authenticated figures of borrowers of microfinance institutions at district level. Hence it was very difficult for us to define the population. However, we manage to obtain the rough estimation from Mr Karthikeyan, General Manager-State Coordinator, Microfinance Institutions Network (MFIN), a self-regulatory organisation of the Indian microfinance sector.

Table: 2.13. MFIs in the district

Sl No	Name of the MFI	Approx Total no of borrowers	Percentage to the total borrowers in the District
1	SMILE MFL	11000	8
2	Equitas MFPL	18000	13
3	Grama Vidiyal MFL	20000	14
4	FFSL	11000	8
5	Spandana Spoorty FL	10000	7
6	Ashirward MFPL	7000	5
8	Share MFL	7000	5

9	SKS MFL	1500	1
10	Ujivan	11000	8
11	Kaveri Credits India Pvt Ltd	3000	2
12	Bell star (Hand in Hand)	21000	15
13	Ashmita	3000	2
14	Janalakshmi	3000	2
15	L & T	4000	3
16	Samasta	3000	2
17	Sarvodaya Nano	5000	4
18	Sooryodaya	1500	1
19	BWDA Finance Ltd	1000	1
20	ESAF MF Invst Ltd	1000	1
21	Repcro Foundation for Microcredit	1000	1
	Total	152500	100

Source: Unpublished figure obtained from MFIN, Chennai.

SOURCES:

1. Status of Microfinance in India 2007-08, NABARD, Mumbai.
2. Status of Microfinance in India 2008-09, NABARD, Mumbai.
3. Status of Microfinance in India 2009-10, NABARD, Mumbai.
4. Status of Microfinance in India 2010-11, NABARD, Mumbai.
5. Status of Microfinance in India 2011-12, NABARD, Mumbai.
6. Annual Credit Plan 2009-10, Kanchipuram District, Indian Bank, Lead Bank of the district, Kanchipuram.
7. Annual Credit Plan 2010-11, Kanchipuram District, Indian Bank, Lead Bank of the district, Kanchipuram.
8. Annual Credit Plan 2011-12, Kanchipuram District, Indian Bank, Lead Bank of the district, Kanchipuram.
9. Annual Credit Plan 2012-13, Kanchipuram District, Indian Bank, Lead Bank of the district, Kanchipuram.

10. Annual Credit Plan 2013-14, Kanchipuram District, Indian Bank, Lead Bank of the district, Kanchipuram.
11. Potential Linked Credit Plan 2012-13, Kanchipuram District, NABARD, Chennai.
12. District Statistical Handbook 2005-06, Kanchipuram District, Assistant Director of Statistics, Kanchipuram.
13. District Statistical Handbook 2009-10, Kanchipuram District, Assistant Director of Statistics, Kanchipuram.
14. District Statistical Handbook 2010-11, Kanchipuram District, Assistant Director of Statistics, Kanchipuram.
15. Live stock and Poultry Population (Live stock Census 2004) (in 000s)
16. <http://www.census2011.co.in/census/district/22-Kanchipuram.html>
17. <http://www.kanchi.tn.nic.in/>
18. http://www.tnrd.gov.in/schemes/st_mahalirthittam.html
19. <http://www.mapsofindia.com/>
20. Unpublished data, Regional Office, Microfinance Institutions Network (MFIN), Chennai.
21. Unpublished data, Project Officer, Mahalir Thittam, Kanchipuram District.