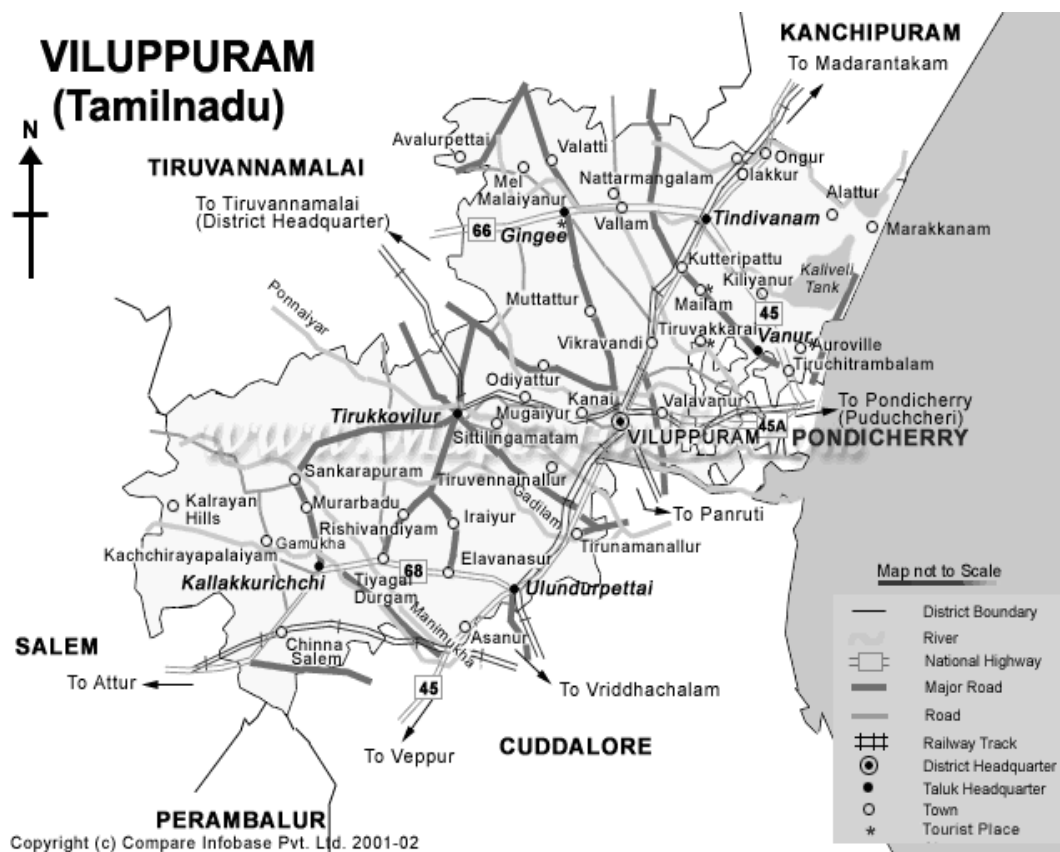


CHAPTER – II

AREA PROFILE

The northern parts of Tamilnadu covers 1.Villupuran, 2.Vellore, 3.Thiruvannamalai 4.Thiruvallur 5.Kanchipuram 6.Chennai, From all these District, the data have been collected in selected places of urban and rural among 1200 consumers.

1. VILLUPURAM DISTRICT PROFILE



Villupuram district is the 23rd District of the State Tamil Nadu. It has been bifurcated from the erstwhile composite South Arcot District and commenced its function from 30th September 1993 with its Head Quarters at Villupuram. It is the largest District

in Tamil Nadu which is predominantly agrarian. The total geographical area of the district is around 7011 sq kms.

The district is situated in the northern part of Tamil Nadu and close to the state capital of Chennai in a distance of about 100 kms from its north border. The district's head quarter Villupuram is about 160 kms from Chennai. The boundaries of the District are Bay of Bengal and the Union Territory of Puducherry by the East and Kancheepuram and Thiruvannamalai District by the North, Cuddalore District by the South and West by Dharmapuri and Salem Districts.

There are four revenue divisions:

- (i) Eight Revenue Taluks
- (ii) Two municipalities (Villupuram & Tindivanam)
- (iii) Sixteen Town Panchayats
- (iv) 22 Panchayat Unions and
- (v) 1490 Revenue Villages in the District with a total area of 722203 Hectares.

Background

Geographical Location of the District The district of Vellore & Villupuram, extending over an area of 8,204.63 sq.km, is situated in the south-eastern portion of the state of Tamilnadu. It is bounded on the north by Thiruvannamalai and Kanchipuram districts, on the east by the Bay of Bengal, on the south by the district of Cuddalore and on the west by Salem and a part of Dharmapuri districts. The administrative headquarters is located at Villupuram town. The district lies between 110 59' and 120 48' north

latitude and 780 60' and 790 to 800 east longitude. The details of the names of the taluks and areas are shown in the following Table:

S.No.	Name of Taluks	Area in Sq. Km.
1	Sankarapuram	1414.21
2	Gingee	1151.84
3	Kallakurichi	1132.05
4	Tindivanam	1121.51
5	Villupuram	1013.34
6	Thirukoilur	839.30
7	Ulundurpet	819.61
8	Vanur	712.77
District Total Area		8,204.63

Source : Compiled from Tamil Nadu Government Records.

Environment Profile of Villupuram District

Environment profiles provide a strong database. Thus AIMS Research (A Joint Venture of TCW/ICICI, IDBI and ICICI) – a leading consultancy and research organisation, has been engaged in the preparation of such a report. This report would form the basis of developing Environmental Management Plans at district levels and this would spell out specific action programs to be implemented by local state institutions. This report provides a brief account of the manner in which the District Environment Profile for Villupuram district has been prepared and presented.

To achieve a certain degree of uniformity in the presentation of environmental data in the districts, it is considered necessary that certain standardised formats or adopted forms may be prescribed for collection and presentation of the relevant data besides the

interpretation of the data thus collected. Accordingly the data compiled in the prescribed formats have been synthesised and presented in the following chapters.

Land Utilisation

Out of the total land area of 7.22 lakh hectares, an extent of about 3.60 lakh hectares is utilized for cultivation. In this around 49.85 of the land area is utilized for cultivation. The wasteland (Category 3 & 5) available in the district is 77810 hectares. The waste stretches of land are there in Gingee, Kallakurichi, Marrakkanam and Vanur block.

Population

As per census the total population of the district is 27.56 lakh out of which 14.00 lakh are males and 13.56 lakh are females. The population density is 393 sqm per person. The sex ratio is 969 females for every 1000 males. The SC population is 7.5 lakh. Out of the total population of 27.56 lakh only 11.21 lakh are literate. The workers population is around 13.91 lakh.

Demographic Indicators of Villupuram District

Demographic Indicators	Villupuram District
Population (in Lakh)	27.59
Worker populations as a percentage total population	50.49
Literacy rate (per cent)	40.60
Density (No. of persons/sq km)	393
Sex Ratio (No. of female for 1000 males)	969

Source: Agro Stat –2010.

The main occupation of the people of the district is agriculture. More than 86 per cent of the main workers in the district are engaged in agriculture. The main working population of the district is over 12 lakh which constitutes 46.5 per cent of the district's population. The non-working category constitutes around 50 per cent of the total workers, which indicates that good potential exists for tapping unskilled labour force. Out of the total main workers male workers take nearly 70 per cent share. The occupational pattern is as follows:

The Occupational Distribution of Villupuram District

Category of workers	Total	Percentage of Population in lakh
Total main workers	12.84	46.59
Cultivators	4.50	16.33
Agricultural labourers	5.13	18.63
Household workers	2.54	9.23
Other workers	0.66	2.39
Marginal workers	1.09	3.90
Total workers	13.91	50.49
Non workers	13.64	49.51

Source: Agro Stat – 2010.

Education

School education facilities are available in this district through 1777 primary schools (including nursery schools) 311 Middle schools, 150 High Schools and 100 Higher Secondary Schools. Regarding higher education Arts Colleges, Engineering Colleges, Polytechnics, Industrial Training Institutes and Teacher Training Institutes are

available in this district. The Government has run hostels for boys and girls for SC., ST., MBC and Backward classes.

Literacy Rate of the District

Year	1991	2001
Male	60.9	75.5
Female	35.4	52.5
Combined	48.4	64.7

Source: Compiled from Census Report – 2010

The Literacy rate of Viluppuram District is 64.7 per cent compared to the State figure of 73.47per cent in the year 2010.

Communications

Sl.No.	Subject	Number
1.	Post office doing Postal business only	319
2.	Post office doing Post & Telegraph business	12
3.	Telegraph office	3
4.	Telephone Exchange	55
5.	Telephones in use	79356
6.	Public call office	3257

Source: Compiled from Census Report – 2010.

Radio station

There is no radio station, but the nearest radio station is Pondicherry, which is about 34 km. away from the district.

TV channels

The following channels are available through cable connection. Sun, Podhigai, Jaya, Sun News, Raj, Sports channel, Zee TV etc.,

News Papers

The following news papers, Daily Malar, Daily Thanthi, Daily Mani, The Hindu, The Indian Express, Dinakaran, etc. are available.

Magazines

The following Magazines-India Today, Junior Vikatan, Kumkumam Reporter, Nakkeeran, Employment News, Front line, The Weekly, The Competition Success. etc. are the popular print media available.

Trend in production and productivity of important crops

Cereals, pulses and oil seeds are observed to be the three important crops produced in the district. The productivity pattern indicates that the productivity of cereals and oil seeds has fluctuated and of pulses has increased over 15 years. The area under production for cereals and oil seeds has fluctuated in the years 1980-1996, but the area under production for pulses has steadily increased for the same period. The details on the productivity performance of the district in relation to the above important crops for the past 4 years.

Horticultural and plantation crops

There were fruits, vegetables and plantation crops with a yield of 36350 tonnes, 10080 tonnes and 70 tonnes respectively which have area coverage and product pertaining to the crops.

Consumption of fertilizers and pesticides

About 57000 Tonnes chemical fertilizers are used in 1996-97. No information was available about Bio-fertilizer and pesticides in Villupuram district or information was not available about the use of Bio-fertilizer and pesticides in Villupuram district.

Trend in consumption of fertilisers and pesticides

The usage of chemical fertilisers was 57000 tonnes during the years 1995-96. There has been fluctuated use of chemical fertilisers in the years 1993-97.

Soil types

The information was not available in the concerned department.

Soil Problems

The information was not available in the concerned department.

Status of soil and water conservation programs

The details of cropping areas where soil conservation works of 2023.29 ha areas of namely Othiyathur, Ariyalurthurkkai, C. Pettai, Namaguram, Puthakarem, Palathur, Eravalam, Periyannur, Vengoor, Poriyathal, Nedumanur, Puthamangalam, Pedagam, Kongurarapalayam, Vengaivadi, Kodiyanallur and Chithalur in Villupuram District.

Forest Resources

Forest area

There are 29 forest areas under legal classification and areas in green cover classification without Villupuram district constituting a total area of 25185.58 hectares. 26 areas fall under the Reserve Forest category with 24753.24 hectares, 2 areas under Reserve Land category with 370.01 hectares and areas under unclassified forests with 62.33 hectares. There are only plantations in 112548 hectares in composite Cuddalore district under green cover classification in the district.

Trend in per capita forest area

There have been 25185.58 hectares of forest area during the years 1961-1996. There was a decrease in per capita forest area from 1961 to 1996.

Man made forest plantations

The Man Made Forest Plantations have been restricted to the existing forest areas in Villupuram district. About 9076.05 hectares of man made forest areas are available in the district, which is predominantly Neem, Tamarind and man made plantation, followed by teak, eucalyptus and casuarina.

Details of Villages Abutting Forest Area

56 revenue villages located in the taluks of Tindivanam, Villupuram, Thirukoilur, Ulundurpet, Kallakuruchi and Gingee are the forest areas in the district.

Tribal Villages

The Information about tribal villages was not available in the concerned department.

Forestry area diverted for non forestry purposes

There has been no forest area diverted for non-forestry purposes in Villupuram district.

Trends in production of forest produce

Industrial wood, fuel wood and minor forest produces are the produces of the reserve forest in the district, while timber and sandal wood are the yields of the outside reserve forest areas during the years 1995-97.

Conservation of biological resources, Wild like census, Rare/ Threatened species of flora and fauna

There has been no conservation of Biological resources and no conscious effort by the district administration to conserve the rare and threatened species of flora and fauna in the district. Wildlife census in Villupuram district indicates that 1460 animals are protected in the forest areas.

Mineral Resources

Silica Sand, River sand, Black Granite, Blue Metal and Gravel are the mineral resources under production in the district. There has been 55130 MT, 2000 CBM, 5446.74 CBM, 5461 CBM and 40500 CBM respectively.

Water Resources

Catchment Area of River Basins

Ponnaiyar and Varahanathi are the catchment areas of river basins, which have the place of origins in Nandi drug in Mysore and Pakkamalai respectively in the district which have length of 70 km and 78 km within the District and the area of the river basin is 3197.66 ha and 3138 ha. respectively.

Basin wise status of the Ground Water Availability

Net water utilised annually from Ponnaiyar and Varahanadhi basins has been 21517(M) and 37294(M) respectively.

Availability of water spread area

The available water spread area is from the total number of 2085 tanks in Villupuram district.

Details of dams and reservoirs

Vidur and Komuki are within the designed extent of Ayacut 1295.02 ha. and 2023 ha. respectively. This dam water is used for irrigation purpose in this district.

Irrigation by different sources

The total cropped area is 428492 hectares and the percentage of irrigated area to cropped area is 41.49%. The gross area irrigated by canals is 8075 ha., tanks is 64016 ha., wells is 98257 ha. and other sources is 7440. Kallakurichi block has a maximum of 37467 ha. irrigated by canals, tanks and wells.

Incidents of drought, flood and cyclone

It has been ascertained from the available information that only 8 taluks and 22 blocks were affected by flood in the years 1992-94 and affected by cyclone in the years 1993-94. There was no drought in the district during the period 1985-1996.

Fisheries production

Villupuram district has a coastal line of 30 kms. Inland fresh water area spreads about 83014 hectares and estuaries & brackish water area is 2072 hectares. Marine fishing is practised in 19 coastal villages of the district. The fish production has increased both in quantity and values.

General Fish Seed Production

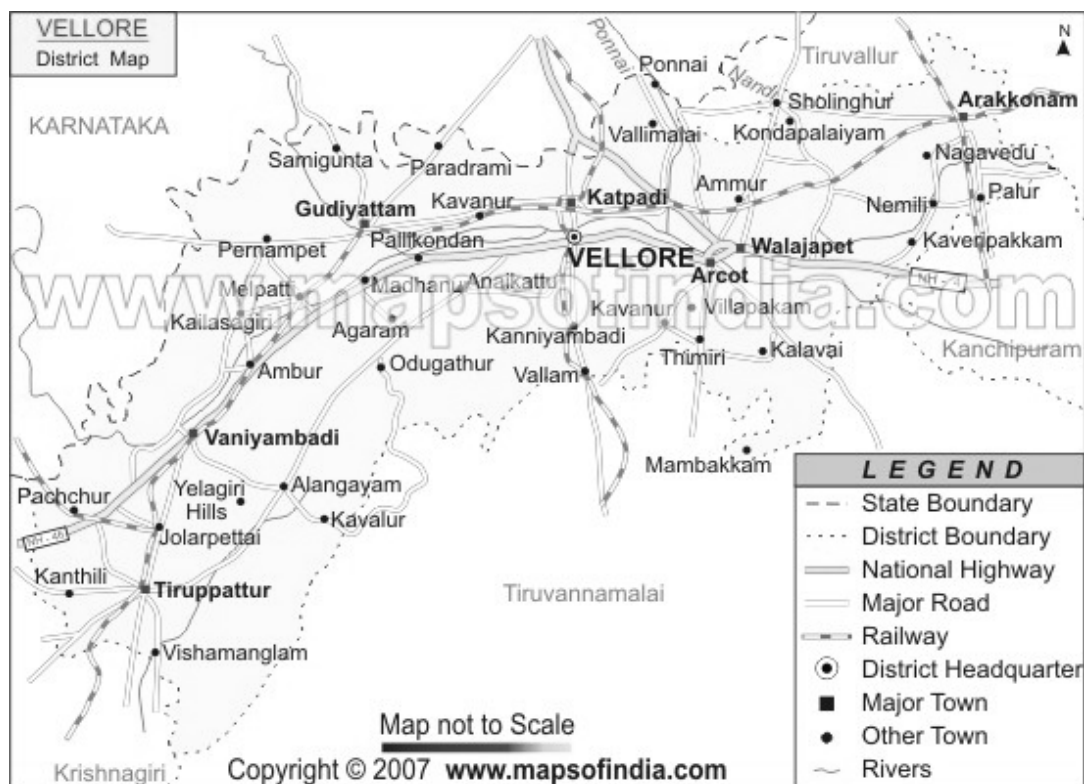
There has been no fish production of standard fry. Fish production both in inland and coastal areas have steadily increased from 1993 to 1996.

Heritage Resources**Protected and conserved monuments**

Seven villages, namely Rajagiri, Krishnagiri, Thiyagadurgam, Pennaru, Keelvalai, Kandamangalam and Perangiyar in Gingee, Kallakurichi, Thirukoilur, Villupuram and Ulundurpet Taluks have monuments maintained by the Department of Archaeology in Villupuram district.

2. VELLORE DISTRICT PROFILE

Vellore District Map



Vellore

Vellore is located between 12-15° and 13-15° Northern Latitude and between 78-20° and 79-50° Eastern Longitude of Tamil Nadu. The total area of this district is 6,077 Sq. km., as per 1991 census, the district has a population of 30,26,432 comprising of 15,29,944 males and 14,96,488 females.

Vellore district is actually an industrial region with 725 large scale industries, 13708 small scale industries and 5932 cottage industries. One of the major industries of Vellore district is leather and leather based industries.

Popular Tourist Destinations in Vellore District are:

- Vellore Fort
- Jalakanteswarar Temple - Inside the Fort
- Elagiri - Lake
- Palar Anaicut Dam
- Kavalur Observatory
- Tippu Mahal - Arcot
- Delhi Gate - Arcot
- Mordhana - Dam
- Jalagamparai
- Jalagamparai - Water Falls

General Profile:

Vellore District, formerly known as North Arcot District, came into being on 30th September 1987 with the bifurcation of the composite North Arcot District into Vellore and Thiruvannamalai Districts.

The Geographical area of Vellore District is 5,92,018 and it is endowed with highest mountains like Javathu and Yelagiri hills in Tirupattur taluk. The District has a forest coverage of 27%, predominantly found in Vellore, Tirupattur and Gudiyatham taluks.

Location:

Vellore District lies between 12°15' to 13°15' north latitudes and 78°20 to 78°50 east longitudes in Tamilnadu State. The district boundaries are

East : Kancheepuram District

West : Dharmapuri District & Andhra Pradesh

North : Andhra Pradesh

South : Thiruvannamalai district

Vellore is 140 km from Chennai and it is well connected with other cities by road & railways. The main railway station for Vellore is at Katpadi (5 km north of Vellore). This is a junction on the broad-gauge Chennai-Bangalore line.

Buses are available from Chennai (135 km) and Bangalore. (220km) Vellore has an ideal Airport. Other Nearest Airport is the Chennai International Airport (140 km). The Vellore town lies on the banks of the Palar river on the site of Vellore Fort. Today, with its cosmopolitan look, Vellore stands as one of the fastest growing cities in Tamilnadu.

Administrative profile:

Vellore district with its headquarters at Vellore is divided into 3 revenue divisions, 8 taluks, 20 blocks, 9 municipalities, 27 town Panchayats and 842 Revenue villages.

Demography:

The Total population of the District as per 2001 census was 34.83 lakh constituting 5.6 percent of the state population. The District accounts for 4.67% of the total geographical area of the state. The District has a population density of 573 persons per sq.km. Scheduled Caste population constitutes 18% and Scheduled Tribe population

constitutes 1.4% of the total population of the District. The District has a population of 30 lakh people and declared as the 9th most populous District in the State of Tamilnadu.

Climate:

The temperature and Rainfall in the District in general are moderate. The Vellore, Wallajah and Gudiyattam taluks, which are surrounded by hills are subjected to extreme climate conditions either being very hot during summer or very cold during winter. The rainfall in this district is due to southwest and northeast monsoons.

Topography:

The highest mountain in the district is the JAVADHU HILLS, which covers the eastern part of Tirupattur Taluk. The elevation of the JAVADHU HILLS is 2500 feet above mean sea level with peaks rising upto 4200 feet. The Yelagiri Hills lie in the central part of Tirupathur taluk with an altitude of 3200 feet. The major rivers of the district are the Palar and Ponnai and these rivers being seasonal, will almost be dry and sandy and are not of much use for sustained irrigation. Black soil is seen in the tanks and the river beds and the rest of the areas are found with red loamy soils.

Irrigation:

54% of the gross cropped area depends on the monsoon. The main source of irrigation of the District continues to be wells (51.7%) followed by canals (28.6%) and tanks (19.2%).

Agriculture:

The economy of the district mainly depends on agriculture. Nearly 84% of the work force depends on agriculture. Major crops grown are paddy, groundnut and sugarcane.

Horticulture:

The agro-climatic condition of Vellore district is well suited for a host of plantation and horticultural crops. Mango, tamarind and coconut are the main crops widely cultivated in Vellore district. The dry land horticulture crops like guava, sapota, pomegranate etc increase the income level of the farmers.

Milk Production:

The daily milk production in the district is 2.65 lakh litres. Vellore has 44 milk routes across the district with a handling capacity of 0.56 lakh litres per Day(LPD) with capacity utilization to the extent of 55% only. 1054 registered Dairy cooperative societies are affiliated to Milk union out of which only 320 are functional.

Health Facilities:

There are 15 hospitals, 67 primary health centres, 454 health sub-centres and 6 other medical institutions with an aggregate of 1627 bed strength, 828 doctors and 1646 nurses.

DISTRICT PROFILE AT A GLANCE

1.	Geographical Area (sq.km)	5,290
	No. of Blocks	20
	No. of Taluks	8
	No. of Villages	842
	No. of Villages electrified	842
2.	Rainfall (in m.m.)	Actual
	2006	971
	2007	920
	2008	922
3.	Agro-climatic-Regional and Zone	North eastern Zone Semi-arid Tropical
4.	Population (in 000's)	
	a) Male	1741
	b) Female	1736
	c) Total	3477
	d) Population density/ sq.km	587
	e) Population below poverty line	2264
5.	Classification of Workers (census 2001)	
	a) Cultivators	232840
	b) Agricultural labourers	232731
	c) House-hold industry manufacturing service	136491 570583
	d) Other workers	254535
	e) Marginal workers	
6.	Land utilization (in hectare)(2006 status)	
	a) Geographical area	592018
	b) Net area cultivated	209903
	c) Forest	150722
	d) Fallow land	110792
	e) Barren uncultivable land	24379
	f) Land under tree crops	2976
	g) Cultivable waste and permanent pastures	9511 83735
	h) Land put to non-agriculture use	113%
	i) Cropping Intensity	

7. Size of Holdings (ha) Less than 1 ha Between 1 ha – 2 ha Between 2 ha – 5 ha Total	No.	%	Area(ha)	%
	339260	80	119897	42
	58242	14	79225	28
	26269	6	87849	30
	423771	100	286971	100
8. Irrigation (in ha)				
a) Net irrigated area	103345			
b) By canals	437			
c) By wells	81395			
d) By tanks	21064			
e) Others	449			
9. Consumption of Organic, Chemical Fertilizers and Pesticides	160 kg/ha of chemical fertilizers			
10. Agricultural support facilities				
a. Seed/Fertilisers/pesticides depots	43			
b. Rural market / mandis	12 (regulated markets)			
c. Rural Godowns	8			
d. Cold Storage	1			
11. Animal Husbandry Nos. (as per livestock poultry population census 2004)				
a. Work Animals	73372			
b. Dairy Animals				
i. Cow	163357			
ii. Buffaloes	29392			
c) Sheep	295135			
d) Goats	232315			
e) Poultry birds	1155183			

Source : Compiled from Tamil Nadu Government Records.

3. THIRUVANNAMALAI DISTRICT PROFILE

Thiruvannamalai City Under Hoysala Kingdom

Thiruvannamalai is an ancient city that exists since 8th century. Ellappa Nayanar the sixteenth century Tamil scholar, recorded extensively about Thiruvannamalai town in his Arunachala Puranam, a Tamil literary work. There is a Sanskrit literary work called

Arunachala Mahatmyam written in the same period. But there is a known controversy among Sanskrit and Tamil scholars, in claiming which literature is written first about Thiruvannamalai history. Unlike the Sanskrit version, the ancient Tamil scholar Ellappa Nayanar has extensively recorded about the Thiruvannamalai City architecture and the legendary stories about King Vallalan of the Hoysala empire. The King has contributed in spreading the benefit of Girivalam and Arunachala temple which subsequently helped in the expansion of the Thiruvannamalai town. King Vallalan was ruling the entire south India from Deccan Plateau with Dwarasamdura as his capital now called Halebid, lies to the north-west of Mysore. We can still see the richness of Hoysala art, architecture and its unique style distinguished by a high density of details and embellishments, among the remains of the city, Halebid.

Till then the history of Thiruvannamalai can be sporadically traced from Chozha, Pandiya Tamil literature works ranging from 6th century to 8th century. The eldest script would be 6th century Tamil script written on Madurai Meenakshi Temple wall, referring to the grandfather of Madurai meeta Sundara Pandiyan (who liberated Madurai from Kaalee ruler) Kulesekara Pandiyan II. In the script, Thiruvannamalai has been mentioned as Thiruvanangum Malai as part of Madurai kingdom . As we know the enormous details of Thiruvannamalai history began appearing only after Ellappa Nayinar's 'Arunachala Puranam'.

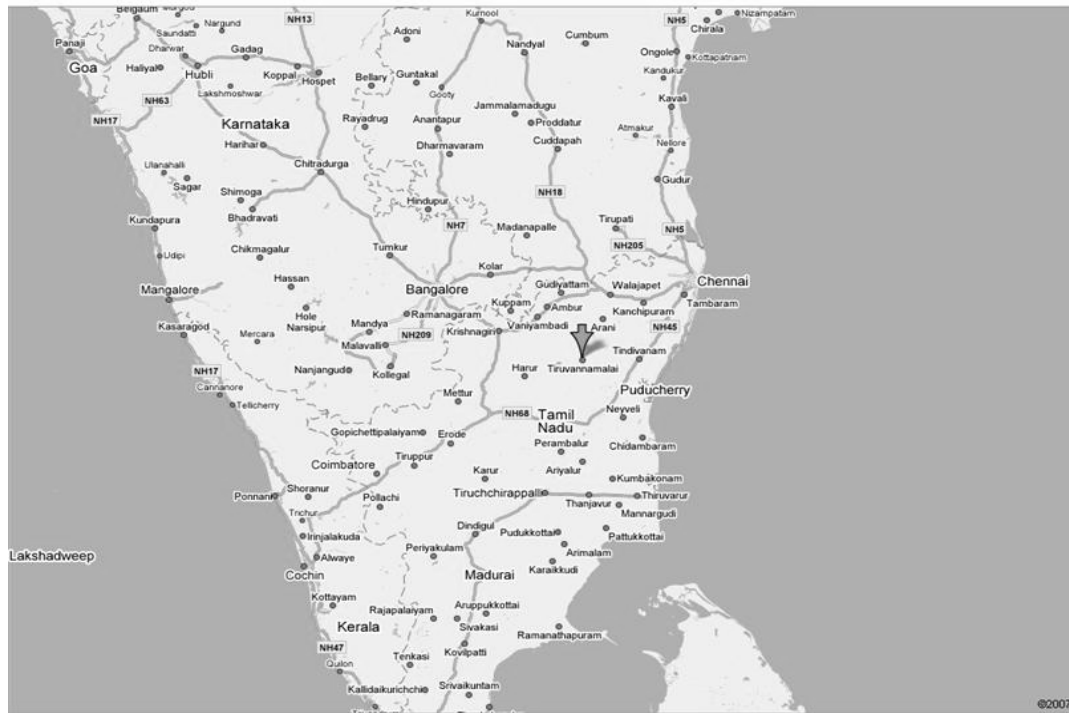
King Vallalan Founder of Thiruvannamalai Town

King Vallalan's devotion and piety are celebrated in chapter seven of the Arunachala Purananam, written in the sixteenth century by Ellapa Nayianar. The chapter dealing with King Vallalan and his exploits in Thiruvannamalaai is found in the Tamil version. To find out why he is so revered in Thiruvannamalai and indeed, why he was in Thiruvannamalai at all, it is necessary to go back a few years and give an account of his family history.

Thiruvannamalai History in Arunachala Puranam

King Vallalan succeeded his father Narasimha and later expanded his territory upto Thiruvannamalai by taking over his father's brother's kingdom on 31st January, 1292. He was thirty years old, when he was crowned as King. Later he lost most of his ruling territories to Delhi Sultan Ala-u-din Khiliji, who shrank to south and kept Thiruvannamalai as one of his capitals. Since then the Grace of Arunachala spread all over India and Thiruvannamalai became the main spot of Pilgrim.

THIRUVANNAMALAI DISTRICT MAP



Location

Thiruvannamalai District came into existence on 30th September 1989 after the bifurcation of the erstwhile North Arcot District. The District lies between 11° 55' and 13° 15' North latitude and 78° 20' to 79° 50' East longitude. The district is bound on the north and west by Vellore District, on the southwest by Dharmapuri District, on the south by Villupuram District and on the east by Kanchipuram District.

Geographical Position

Geographical Position	
Latitude	11° 55' ~ 13° 15' N
Longitude	78° 20' ~ 79° 50' E
Area	
Area (Sq. Km)	6191

Source : Compiled from Tamil Nadu Government Records

Vital Statistics	
1. Birth	39021
2. Death	16752
3. Infant Death	1643
4. Birth rate (Per 1000 Population)	
a. Rural	18.5
b. Urban	19.6
c. Combined	19.1
5. Death rate (Per 1000 Population)	
a. Rural	8.4
b. Urban	8.1
c. Combined	8.2
6. Infant Mortality Rate (Per 1000 Live Births)	
a. Rural	25.7

b. Urban	16.3
c. Combined	42.1
7. Expectation of Life at Birth	
a. Male	70
b. Female	67

Source : Compiled from Tamil Nadu Government Records

Temperature (in Celsius)	
Plains	
Maximum	36.7
Minimum	22.4

Rain Fall (in mm)

● 1. Normal	
North East Monsoon	439.80
South West Monsoon	465.80
● 2. Actual	
North East Monsoon	601.80
South West Monsoon	485.90

Revenue Administration			
●	1. Revenue Division		2
●	2. Revenue Taluks		7
●	3. Revenue Firkas		52
●	4. Revenue Villages		1067

Local Bodies

● 1. Municipalities	4
● 2. Panchayat Unions	18
● 3. Special Panchayats	10
● 4. Village Panchayats	860

Police and Prisons	
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• 1. Police	
a) Police Force	
1. Local	991
2. Armed Reserve	330
b) Police Stations	
	46
c) Police Outposts	
	2
• 2. Prisons	
a) Central Prisons	
	Nil
b) Other Prisons	
	6

4. THIRUVALLUR DISTRICT PROFILE

District Profile



Geographical Position

Thiruvallur district, a newly formed district, bifurcated from the erstwhile Chengalpattu district (on 1st January 1997), is located in the North East part of Tamil Nadu.

North Latitude between 12°15' and 13°15'

East Longitude between 79°15' and 80°20'

The district is surrounded by Kancheepuram district in the South, Vellore district in the West Bay of Bengal in the East and Andhra Pradesh State in the North. The district spreads over an area of about 3422 Sq.kms.

An insight into the early history of this region shows that the region was reigned by kingdoms such as the Pallavas, the Golkondas, the Mughals, the French, the Dutch and also the British.

Physical Features

The Coastal region is mostly flat while certain areas in Tiruttani and Pallipattu taluks are undulated and even hilly. The types of soil predominantly found are red non-calcareous and coastal alluvial. Also found are sandy soil mixed with soda or other alkali. The soil found in the coastal region is of the erinaceous type (sandy), suitable for casuarinas plants.

Population

The population of the district is 27,38,866 with 51% male and 49% female as per the census 2001 (provisional).

Population Distribution

	Number	Percentage
Total	27,38,866	
Male	13,90,292	50.76
Female	13,48,574	49.24
Rural	12,46,832	45.52
Urban	14,92,034	44.48
Density (Per km ²)	800	
Gender ratio	970/1000	

Vital Statistics	
Birth Rate (per 1000 Population)	17.3
Death Rate (per 1000 Population)	5.4
Infant Mortality (per 1000 live births)	18.9
Maternal Mortality (per 1000)	0.5
Life Expectation (Average)	66.4
Average Marriage Age - Male	24 Years
Average Marriage Age - Female	19 Years

The district has a mixture of urban and rural characteristics. The Eastern part of Thiruvallur district is dominated by urban characteristics while the Southern and Northern part of the district has the influence of Andhra culture due to its geographical position.

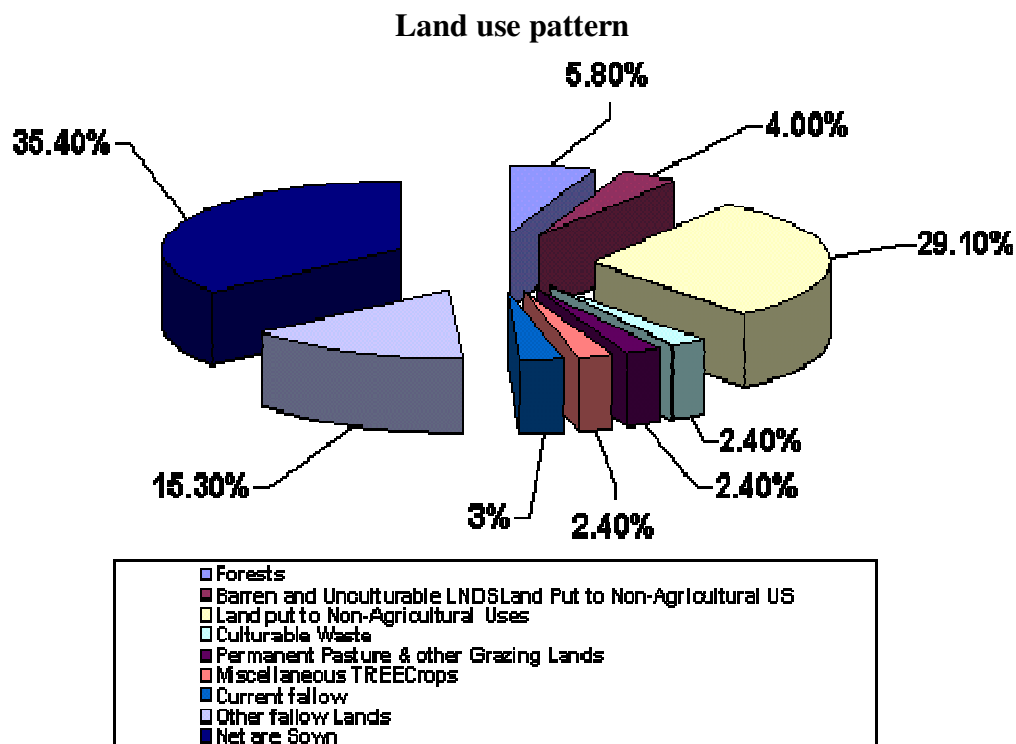
The languages spoken in the district are Tamil, Telugu, Hindi, Malayalam and Urdu. The district is dominated by the Hindus while people belonging to other religions are also there.

Administrative Structure

The district has been divided into three revenue divisions viz, Thiruvallur, Thiruttani and Ponnari. There are three taluks under Thiruvallur division, two taluks under Thiruttani divisions and four taluks under Ponneri division. There are 46 firkas and 820 revenue villages. Likewise there are 14 blocks, 6 Municipalities and 19 town panchayats which implement rural development activities.

Land Use Pattern

The total geographical area of the district is 3,42,243 hectares of which, unsown area constitute 35% and forest covers 5.8% of the total area. The nine-fold clarification of the land pattern is given below:



Rainfall and Climate

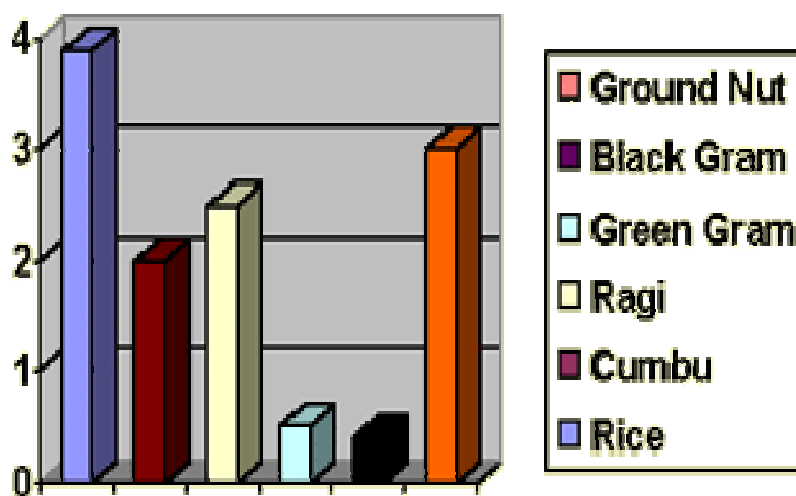
The average rainfall of the district is 1104.4 mm, of which the North East monsoon contributes to the tune of 690 mm. The actual rainfall received during the agricultural year 2001 - 02 is 1164.4mm.

The average temperature of the district is Maximum 37.9°C Minimum 18.5°C Like other parts of Tamil Nadu, hot climate prevails during the month of April - May and humid climate during the rest of the year except December - February when it is slightly cold.

Agriculture

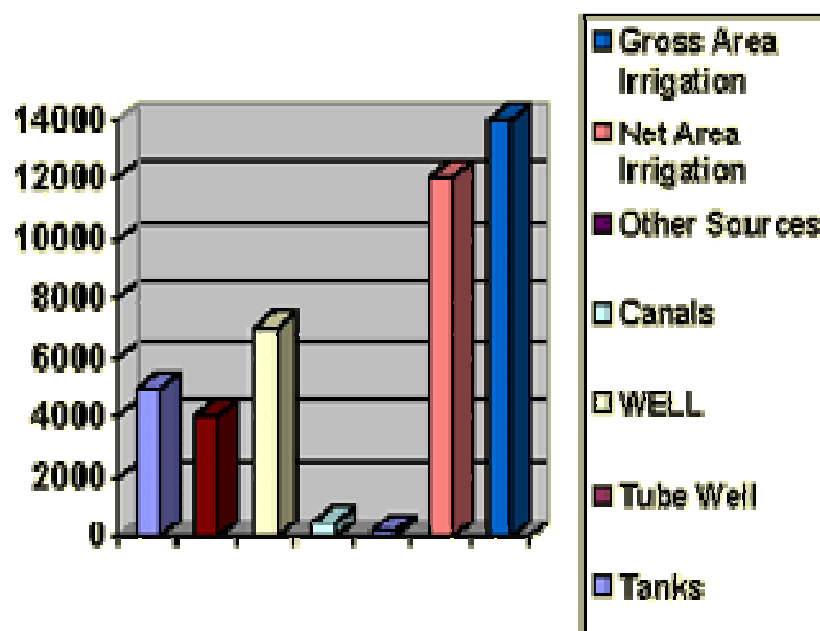
The main occupation of the district is agriculture and other allied activities. Nearly 47% of the total work force is engaged in the agricultural sector.

The major crops grown in the district are rice, cumbu, ragi, green gram, black gram, sugar cane and groundnut. Apart from this, certain horticultural crops like mango, guava and vegetables are also cultivated successfully. The average area, production and productivity of the principal crops are as follows:



Irrigation

Apart from seasonal rivers like Kesathaliar, Aravar, Nandi, Kallar, Coovam and Buckingham canal, there is no perennial river in the district. Since these seasonal rivers are not sufficient, irrigation through tanks, tube wells and open wells are very common.



Animal Husbandry and Fisheries

Animal husbandry is a subsidiary occupation of the district due to the presence of a number of small and marginal farmers. Presently, there are four Government Schemes in operation Viz., Backyard poultry farm, Buffalo Rearing Scheme, Special Animal Husbandry Programme and special campaigns to protect animals. There are 5 Veterinary Hospitals, 24 Veterinary Dispensaries, 77 sub-centres and 14 mobile veterinary units catering to the needs of the farming community.

The total coastal area of the district is about 49803 ha and has a coastline of 80 kms for marine fisheries. Prawn/shrimp culture is famous at the coast line of Gummidipoondi and Minjur. The total fish production is to the tune of 11372 tonnes.

Mineral Resources

The district does not contain any precious mineral. However it has a few varieties of major and minor minerals.

Minor Minerals	
Lime Shell	Pulikat Lake, Sunnambukulam, Annamalaicherry
Silica Sand	Elavoor, Eravanoor, Ennore, Gummidipoondi & Ponneri Taluks
Stoneware Clay	Adhigathur, Odhapai, Gudapakkam Kandigai
Major Minerals	
River Sand	Kosasthaliyar, Araniar, Kallar, Nandi, Coovam
Blue Metal	Pallipattu and Tiruttani Taluks
Gravel	Ponneri and Gummidipoondi Taluks
Brick Clay	Tiruvallur and Ponneri Taluks

Industries

Thiruvallur district is one of the fastest developing districts in Tamil Nadu in terms of Industrial Development. The district has many leading industries like Madras Refineries, Madras Fertilizers, Manali Petro Chemicals, MRF, Ashok Leyland, TI Cycles, Britannia India Ltd, Parry India Ltd and Hindustan Motors. It also boasts of Ennore Thermal Power Station and Avadi Tank Factory. The District has 16 Industrial estates, all in operation, of which 11 developed by the Government and 5 by private organisation.

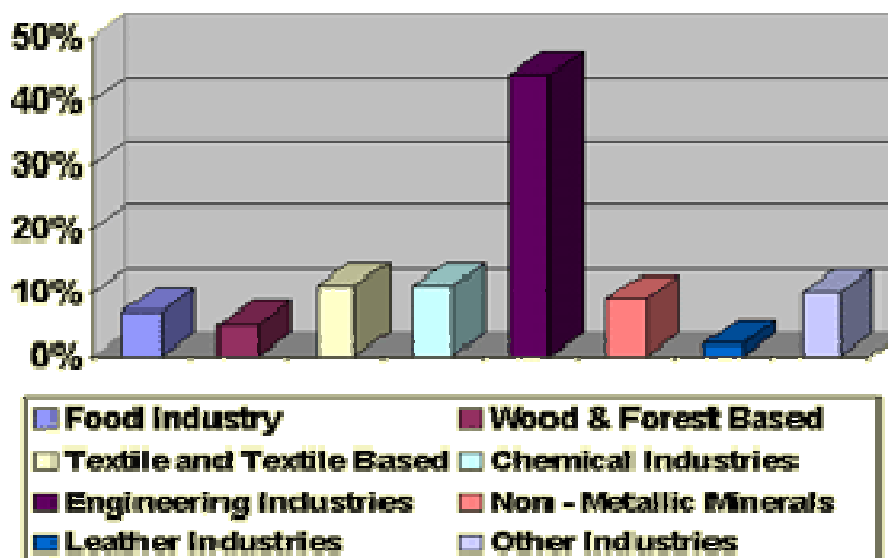
Government

- Ambattur Industrial Estate, Ambattur.
- Electrical Industrial Estate, Kakalur.
- SIDCO Industrial Estate, Chennai - 98.
- Industrial Estate, Madhavaram.
- SIDCO Industrial Estate, Kakalur
- Petrochemical Industrial Estate, Vichoor
- SIDCO Industrial Estate, R.K. Pet
- SIDCO Industrial Estate, Gummidipoondi
- Industrial Estate, Mugappair

Private

- G.K. Industrial Estate, Porur
- M.M.Industrial Estate, Alapakkam
- Moccaram Industries, Velappan Chavadi
- Nagappa Industrial Estate, Puzhal
- Ekambara Naicker Industrial Estate, Alapakkam

This district has 16940 Small Scale Industries, notable among them being food, wood, textile, chemical, engineering, non-metallic and leather industries.



Education

Since this district is adjacent to the city of Chennai, there are remarkable numbers of Educational Institutions in the district. Many professional institutions particularly the Veterinary University adds honour to this district in the field of education. The literacy rate is about 68% of the total population as per 2001 census (provisional). The list of total number of Educational Institutions are given below:

Universities	1
Arts and Science Colleges	11
Colleges for Professional Education	
1. Medicine (Allopathic)	3
2. Engineering and Technology	23
3. Polytechnic	12
Primary Schools	1155
Middle Schools	192
High and Higher Sec. School	189
Teacher's Training Institute	1

Work Force

The table given below presents the details on workforce in the district. While the rural workers are employed in agriculture and allied activities, the urban workforce is employed in industries.

Work Force	Number	Percentage
Total workers	789989	--
Male workers	602468	76.26
Female workers	187521	33.75
Rural workers	468753	59.34
Urban workers	321236	40.66

Source : Compiled from Tamil Nadu Government Records

5. KANCHIPURAM DISTRICT PROFILE

Kanchipuram district is a district in the north east of the state of Tamil Nadu in India, adjacent to the Bay of Bengal. It is bounded in the West by Vellore and Thiruvannamalai districts in the north by Thiruvallur District and Chennai District, in the south by Villuppuram District. It lies between 11° 00' to 12° 00' North latitudes and 77° 28' to 78° 50' East longitudes. The district has a total geographical area of 4,432 km² and coastline of 57 km. The town of Kanchipuram is the district headquarters.

The district alone produces over 15,000 engineering graduates every year, as in Gujarat State.

Country	India
State	Tamil Nadu
District(s)	Kanchipuram
Subdistrict(s)	Chengalpattu, Cheyyar, Kanchipuram, Madurantakam, SriPerumpudur, Tambaram, Thirukachukundram and Uthiramerur
'	July 1, 1997
Headquarters	Kanchipuram
Largest city	Kanchipuram

Collector & District Magistrate	Dr.Vijay M Pingle IAS
Legislature (seats)	Elected (9)
Parliamentary Constituency	Chengalpattu, SriPerumbudur (SC), Chennai – South

Source : Compiled from Tamil Nadu Government Records

Kancheepuram, the temple town, is the district headquarters. For administrative purposes, the district has been divided into 3 revenue divisions consisting of 8 taluks with 1214 revenue villages. For development purpose, it is divided into 13 development blocks with 648 Village Panchayats.

Demographics

The Kancheepuram district had a population of 28,77,468 as of 2001. It is 53.34% urbanised. The literacy of the district is 77.61%.

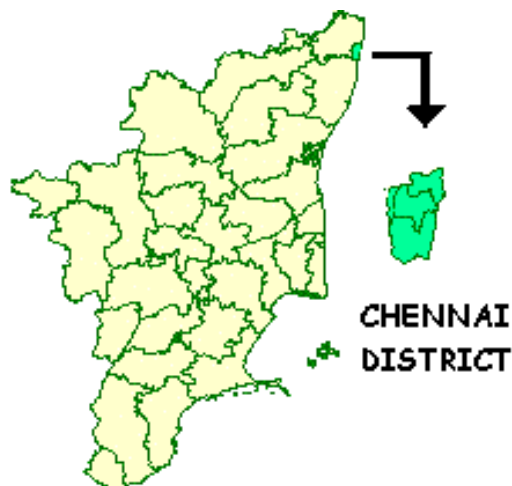
Economy

Hyundai's manufacturing plant is situated at Irungattukottai, near Sri Perumbudur. Agriculture is the main occupation of the people with 47% of the population engaged in it. Paddy is the major crop cultivated in this district. Groundnuts, Sugarcane, Cereals & Millets and Pulses are the other major crops cultivated. 76.50 metric tonnes of lands are cultivated for the use of fuel wood and 8.039 Tonnes in cashew. Palar river along with tanks and wells are the main sources of irrigation in this district.

Kancheepuram is also known as 'Silk City', since one of the main professions of the people living in and around is weaving silk sarees. The silk weavers of Kanchi settled more than 400 years ago and have given it an enviable reputation as the producers of best silk sarees in the country.

Kanchipuram is also one of the most industrialized districts in the country, thanks to its proximity to the state capital Chennai. Areas surrounding SriPerumbudur have turned out to become one of the largest manufacturing hubs of India. The district is the home for the manufacturing units of Hyundai, Ford, Mitsubishi, Nokia, Samsung, Dell, Saint Gobain etc. The district is also at the centre of the Information Technology boom in India. Many multinational IT companies like Tata Consultancy Services (TCS), Infosys, Wipro Technologies, Cognizant Technology Solutions etc. have set up their offices in Kanchipuram district. TCS and Infosys have built huge offices with capacities of 22,000 and 25,000 employees respectively.

6. CHENNAI DISTRICT PROFILE



Location and Area

Tamil Nadu constitutes the south-eastern extremity of the Indian peninsula. Chennai is the capital city of the State, besides being an important district. The district city is one of the metropolis of India and serves as the gateway of the culture of South India. In spite of being the capital of a Tamil speaking State, it has emerged as a cosmopolitan city playing an important role in the historical, cultural and intellectual development of India, representing still the distinct components of the highest form of Dravidian civilisation. In addition, it holds out an interesting fare of South Indian architecture, music, dance, drama, sculpture and other arts and crafts.

Chennai is situated on the north-east end of Tamil Nadu on the coast of Bay of Bengal. It lies between 12° 9' and 13° 9' of the northern latitude and 80° 12' and 80° 19' of the southern longitude on a 'sandy shelving breaker swept beach'. It stretches nearly 25.60 kms. along the Bay coast from Thiruvanmiyur in the south to Thiruvottriyur in the north and runs inland in a rugged semi-circular fashion. It is

bounded on the east by the Bay of Bengal and on the remaining three sides by Chengalpattu and Thiruvallur Districts.

The city of Chennai came into being due to a strategic necessity and historical accident. It symbolises the rise of British power in South India by setting up and consolidation of the East India Company in the seventeenth century with its headquarters at Fort St. George in Chennai as a trading centre. Within 350 years, a few scattered villages (important being Mylapore, Triplicane and ChennaiPatnam) have developed into a modern metropolitan city without shedding its traditional customs, religious outlook and other traditions. It can be proudly remarked that the greatness of ancient Chennai is mostly religious due to the preservation of the old famous Saivaite and Vaishnavite shrines signifying the antiquity of the place.

The growth of the city is significant and closely linked with the development of British Institutions and administration. In short, Chennai city was the chief centre from which the British rule expanded in the sub-continent and it remains a standing monument of British contribution to India. Chennai city has acted as an important centre of culture and education in South India and has been the cradle of many movements which have played an important role in the history of the sub-continent.

A large number of institutions which are known in India and abroad are found located in the city, of which mention may be made of the Theosophical Society, the Kalakshetra and colleges of Arts and Crafts. The establishment of professional colleges like Medical, Veterinary, Law and Teaching, the location of the Indian Institute of

Technology and the establishment of Central Leather Research Institute have added to the development of the city. Chennai is one of the leading cities in India today from the point of view of trade and commerce, with the fourth largest port in the country and the first to have developed a full-fledged container terminal to international standards.

The port is providing trade links with Japan, Singapore, Malaysia, Burma, Bangladesh, Ceylon and other far eastern countries. Chennai is also one of the most important industrial cities of the sub-continent. As a district of the State it ranks third after Coimbatore and Salem in so far as the number of factories are concerned but stands at the top in case of employment and productive capital and first in revenue. It, however, ranks second in terms of industrial output next to Chengalpattu. Chennai city enjoys an eminent position in the country in film industry and Kodambakkam, known as the Hollywood of Chennai, has a number of studios engaged in the production of Tamil, Telugu, Kannada, Malayalam, and Hindi movies which are quite popular. The total area of the district is 178.20 sq. kms.

The city of Madras has now been renamed as Chennai. It is stated that the name Chennai traced its origin to "some other language". The rechristening of the city is part of the steps announced for the "growth of Tamil in various fields". There are different versions about the name of this once sleepy coastal village. When the British landed here in 1639 A.D. it was said to be a part of the empire of the Raja of Chandragiri. The British named it Chennapattinam, after they have acquired it from Chennappa Nayakar. Gradually, it became Chennai. The first instance of the use

of the name Chennai is said to be in the vestiges of Old Chennai, the sale deed of August 1639 to Francis Day, an agent for the British. There it has been referred to as Chennaipatnam.

The British are said to have built Fort Saint George, the present seat of power, in 1640. It was named after the patron saint of England. The vestiges of Old Chennai infer that the original village of Madraspatnam lay to the north of the proximate to Chennapattinam. In the course of time and with rapid growth, the two virtually became one. It is also inferred that the English preferred the name Madraspatnam, while Indians chose Chennapattinam.

CENSUS 2001 DATA

Sl.No.	Census Data	Males	Females	Total
1	Total Population	21,61,605	20,54,663	42,16,268
2	Population below Age 7	1,90,044	1,84,045	3,74,089
3	Literates	16,70,094	14,08,910	30,79,004
4	Main Workers	11,23,246	2,20,332	13,43,578
5	Marginal Workers	--	--	97,804
6	Total Workers	11,92,924	2,48,458	14,41,382

Source : Compiled from Census Report.

Chennai is the capital of Tamil Nadu and is located on the Coromondal coast of Bay of Bengal. Chennai is the fourth most populous metropolitan area and the fifth most

populous city in India. The population of Chennai is 4.34 million (2001 census). The city is governed by the Corporation of Chennai consisting of a Mayor and councillors. Chennai boasts of a rich historical legacy which lends an inexplicable charm to the city. The Portuguese arrived here in the 16th century and were followed by the Dutch and the East India Company. The British were able to establish their undisputed supremacy in the city and the Fort St George became the nucleus around which the British authority grew and expanded.

The flourishing economy of the city is credited to its key industries automobile, software services, hardware manufacturing, petrochemicals, textiles and financial services.

Chennai is popularly known as the 'Gateway to South India' and it is well connected internationally and to other parts of India via different modes of transport.

Engineering Colleges in Chennai	
<ul style="list-style-type: none"> • Dr. M G R Engineering College Poonamallee High road, Chennai Tamil Nadu • Bharath Engineering College Camp road, Seliyur, Chennai 600073 Tamil Nadu • Crescent Engineering College Vandalur, Chennai 600073 Tamil Nadu 	<ul style="list-style-type: none"> • Indian Institute of Technology Chennai 600036, Tamil Nadu • Chennai Institute of Technology Chrompet, Chennai 600044 Tamil Nadu • AC College of Technology Sardar Patel road, Chennai 600025, Tamil Nadu

Source : Compiled from Tamil Nadu Government records

Management Institutes in Chennai	
<ul style="list-style-type: none"> • New College Institute of Management Chennai 600 014 • Velammal College of Management and Computer Science Chennai 600 066, Tamil nadu • Maharishi Institute of Management Dr Guru Swami road, Chetput ,Chennai 600 031 • Aarupadai Veedu Institute of Technology Vanagaram , Chennai 600 077 • Valliammal College for Women Anna Nagar ,Chennai 600 102 • Asan Memorial Arts and Science College Vellachery , Chennai 600 032 • Padma Seshadri Evening College Nungambakkam, Chennai 600 034 • Thangavelu College of Science and Management Old Mahabalipuram Road Karapakkam ,Chennai 600 096 • VGP. School of Management Enjambakkam, Chennai 600 041 • Dr MGR Engineering College Poonamallee High road, Chennai 	<ul style="list-style-type: none"> • St.Peter's Engineering College Avadi , Chennai 600 054 • Ethiraj College for Women Chennai 600 105 • Mohemad Sathak College of Arts and Science Sholinganallur, Chennai 600 096 • Vel's College of Science Old Pallavaram, Chennai 600 043 • Hindustan College of Engineering St. Thomas Mount, Chennai 600 016 • Crescent Engineering College G.S.T. road ,Vandalur, Chennai - 600 048 • Bharath Institute of Science and Technology Selaiyur, Chennai 600 073 • St.Mary's School of Management Studies, Chennai 600 119 Tamil nadu

Source : Compiled from Tamil Nadu Government records.

Medical Colleges, Dental Colleges, Pharmacy College, Nursing College, Physiotherapy Colleges and Ayurvedic Colleges in Chennai	
<ul style="list-style-type: none"> • Chennai Veterinary College Vepery, Chennai 600007, Tamil Nadu • Sri Jaya Paramedical Educational Institute Haddows road, Nungambakkam, Chennai 600006 • Sri Ramachandra Medical College & Research Institute, Ramachandra Nagar, Porur , Chennai 600116 • Stanley Medical College Chennai 600001 • Saveetha Dental College & Hospital Chennai 600077 • Maharaja College of Pharmacy Besant Nagar, Chennai 600090 • Government Unani Medical College Arumbakkam , Chennai 600106 • Sri Jaya Paramedical Educational Institute Haddows road, Nungambakkam, Chennai 600006 	<ul style="list-style-type: none"> • Annai Velankanni College of Pharmacy Saidapet, Chennai 600015 • School of Physiotherapy K K Nagar, Chennai 600083 • S R M College of Physiotherapy Bharathi salai, Ramapuram ,Chennai 600069 • Government Siddha Medical College Arumbakkam , Chennai 600106 • Shri Balaji College of Nursing Pallikaranai, Chennai 601302 • Madras Medical College Park town, Chennai 600003 • Kilpauk Medical College- Kilpauk, Chennai 600010 • Tamil Nadu Dental College & Hospital ParkTown, Chennai 600003

Source : Compiled from Tamil Nadu Government Records.

Arts, Science Colleges in Chennai	
<ul style="list-style-type: none"> • Presidency College Kamarajar Salai -Chennai 600 005 • Loyola College -Sterling Road Nungambakkam -Chennai 600 034 • Vivekananda College Mylapore -Chennai 600004 • St. Louis College for the Deaf & the Blind Adyar -Chennai 600020 • A.M Jain College Meenambakkam -Chennai • Women's Christian College College Road -Chennai 600 006 • S D N B Vaishnav College for Women Chennai 600044 • SDNB Vaishnav College for Men Chrompet -Chennai 600 044 • Madras Christian College Tambaram -Chennai - 600 059 	<ul style="list-style-type: none"> • S I E T College for Women Mount Road -Chennai • C.Kandasamy Naidu College Anna Nagar -Chennai 600040 • Government Arts College Nandanam -Chennai 600 035 • Government Bharathi Women's College Chennai 600108 • Queen Mary's College Kamaraj Salai -Chennai • Guru Nanak College Velachery, Chennai 600 032 • Anna Adarsh College for Women Anna Nagar, Chennai 600040 • Valliammal College for Women Anna Nagar, Chennai 600040, TamilNadu.

Source : Compiled from Tamil Nadu Government Records.

The Area profile enhances the understanding of consumer preferential buying patterns. Hence it is examined in detail. The following chapter discusses about the evolution and development of cosmetics.

