HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

SERICULTURE AND HANDICRAFTS

POLICY NOTE
2026 – 2027

DEMAND No. 18

P. MATHAN RAJA

MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES

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Government of Tamil Nadu
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POLICY NOTE 2026-2027

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Department of Sericulture

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DEPARTMENT OF SERICULTURE

"சுழன்றும் ஏர்ப்பின்னது உலகம் அதனால் உழந்தும் உழவே தலை"

– திருவள்ளுவர்

Explanation:

Though the world may engage in various pursuits, it ultimately follows the plough; therefore, despite the toil involved, farming remains the foremost occupation.

1. Department of Sericulture – An Introduction

Sericulture is an agro based micro and small industry that encompasses activities such as mulberry cultivation, rearing of silkworms, production of silk yarn and silk twisting.

Sericulture is a science and technology based activity encompassing all the scientific operations involved in the production of silk. Silk is a natural fibre obtained from the cocoon of the silkworm. It is a remunerative enterprise that provides

employment opportunities and income to farmers and women in rural areas.

Introduction of Silk in India

During the 18th Century, modern methods of silkworm rearing were introduced in Karnataka during the reign of the Mysore ruler, Tipu Sultan. During the latter half of the 20th century, modern sericulture was introduced into Tamil Nadu through Hosur and Thalavadi, the border areas adjoining Karnataka.

Modern silkworm rearing came to India in the 18th century under Tipu Sultan in Mysore; it reached Tamil Nadu in the later 20th century through Hosur and Thalavadi on the Karnataka border.

Subsequently, the impact of the Intensive Sericulture Development Programme, the introduction of high-yielding silkworm hybrids, their higher productivity and yield, and the assurance of stable income led to the spread of sericulture to other districts of the State.

2. Heritage of Tamil Nadu's Silk Industry

Tamil Nadu has a long and rich tradition in the silk industry. There is evidence to show that silk has been in use in the State since the Sangam period. Renowned for its high-grade mulberry silk and exceptional craftsmanship, Tamil Nadu is one of the leading silk-producing States in India.

Silk has been in use in Tamil Nadu since the Sangam period - the note treats the industry as continuous with that tradition.

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The Geographical Indication (GI)-tagged Kanchipuram silk sarees, Salem bivoltine silk dhotis, the intricate temple motif workmanship of Arani and Thirubuvanam silk sarees and the rich metallic thread (zari) workmanship of Sirumugai silk sarees, together proclaim to the world the timeless cultural glory of Tamil Nadu's silk weaving tradition.

- **GI**-tagged silks: Kanchipuram sarees, Salem bivoltine dhotis, the temple motifs of Arani and Thirubuvanam, and the zari work of Sirumugai.

The Department of Sericulture has been taking measures to sustain this legacy by ensuring a robust and continuous supply of raw materials. By embracing modern innovations while preserving tradition, sericulture continues to remain a sustainable livelihood activity.

3. Silk Production in the State

India is the only country in the world that produces all the four well-known varieties of silk, namely Mulberry, Eri, Tasar and Muga. Further, in India, mulberry silk is predominantly produced in the States of Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, Maharashtra and Telangana.

- India is the only country producing all four known silks - Mulberry, Eri, Tasar and Muga. Mulberry silk comes mainly from Karnataka, Tamil Nadu, Andhra Pradesh, West Bengal, Maharashtra and Telangana.

Tamil Nadu is at the forefront in adopting the latest technologies in mulberry cultivation, silkworm rearing and silk reeling. Tamil Nadu ranks second at the national level in bivoltine silk production.

- Tamil Nadu ranks second in India in bivoltine silk production - the finer, higher-value grade.

Currently, the State has 20,568 sericulture farmers cultivating mulberry in 40,012 acres as on 01.08.2026. Farmers are assured of monthly income, as one crop of silkworm can be reared within 25–27 days and the farmers can realise income by selling their produce, the cocoons.

- 20,568 sericulture farmers cultivate mulberry on **40,012 acres** as on **01.08.2026**.
- One silkworm crop takes 25 to 27 days, so a farmer earns monthly from cocoon sales - the shortest income cycle in agriculture.

Sericulture is practised in all districts except Chennai. Dharmapuri is the leading district in silk reeling activities.

- Sericulture is practised in every district except Chennai; Dharmapuri leads in silk reeling.

Silkworm rearing plays a vital role in rural development by generating employment opportunities, enhancing economic empowerment of women, increasing the income of farmers and promoting allied activities.

Tamil Nadu produced 3,139 metric tonnes of raw silk during the year 2025–2026. Of this bivoltine silk accounts for 3,074 metric tonnes,

- Tamil Nadu produced **3,139 MT** of raw silk in **2025-26**, of which bivoltine was **3,074 MT** - 98% of the total.

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which is 98 percent of the State’s total raw silk production.

The Government is continuously extending assistance to farmers and entrepreneurs for undertaking silkworm rearing and silk reeling activities with a view to achieving self-sufficiency in silk production. The Government's continued support, adoption of innovative technologies and the growing global demand are the key factors driving the growth of the State's silk industry.

4. Formation of the Department of Sericulture

With the aim of promoting the silk industry and increasing silk production in Tamil Nadu, the State Government carved out the Department of Sericulture from the Industries Department as a separate entity in April 1979, with its headquarters in Salem. The Department of Sericulture now functions under the administrative control of the Handlooms, Handicrafts, Textiles and Khadi Department, guided by the Hon’ble Minister for Micro, Small and Medium Enterprises.

- The Department of Sericulture was carved out of the Industries Department in April **1979**, with headquarters at Salem.

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Vision

To generate remunerative employment opportunities for educated rural youth through sericulture; to ensure the economic empowerment of rural women through inclusive livelihood opportunities; to promote the socio-economic development of rural and semi-urban communities; to emerge as the leading State in bivoltine silk production in the country; and to transform Tamil Nadu into a globally competitive and self-sufficient hub for bivoltine silk production by reducing dependence on imports. To achieve these long-term objectives, the following strategies have been formulated and are being implemented effectively.

Strategy

- Expanding the area under mulberry cultivation, promoting the production of quality cocoons, and expanding silk reeling activities.
- Increasing raw silk production from 3,000 metric tonnes to 4,500 metric tonnes over the next 5 years.

- The five-year target is to raise raw silk output from 3,000 to **4,500 MT**.

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- Improving quality and productivity at all stages of silk production by enhancing the capacity of silk farmers and silk reelers engaged in the sericulture sector.

- Providing appropriate marketing opportunities for the cocoons and raw silk produced by silk farmers and silk reelers.

5. Staff Strength of the Department of Sericulture

The Department of Sericulture has a well-established administrative and extension network comprising technical and ministerial personnel for the effective implementation of various sericulture development programmes across the State. The Department functions through regional, district and specialised units to provide technical support, quality inputs, training, marketing facilities and other services to stakeholders engaged in the sericulture sector. The posts sanctioned by the Government of Tamil Nadu for implementing the various sericulture programmes in the State are as follows:

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Sl. No.	Name of the Post	Sanctioned (Nos.)
1	Director	1
2	Joint Director	3
3	Deputy Director (Administration)	1
4	Deputy Director	9
5	Assistant Director	27
6	Inspector of Sericulture	60
7	Assistant Inspector of Sericulture	169
8	Junior Inspector of Sericulture	539
9	Ministerial Staff and Others	268
	Total	**1,077**

Sericulture activities are monitored through five regional offices, each located at Erode, Dharmapuri, Vellore, Trichy and Madurai. There are 19 Assistant Directors in the State to look after mulberry extension and related works at district level. Also two Assistant Directors are performing commercial seed production related works.

The silkworm seed coordination activities are being carried out by the Deputy Director's Office at Hosur and three Assistant Directors.

- Sanctioned strength is 1,077, of which 539 are Junior Inspectors of Sericulture - the field cadre that does the extension work.
- Five regional offices at Erode, Dharmapuri, Vellore, Trichy and Madurai monitor sericulture.

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The Government Anna Silk Exchange (GASE), headed by a Deputy Director and an Assistant Director, facilitates raw silk transactions in the State through its offices at Kancheepuram and Salem.

Tamil Nadu Sericulture Training Institute headed by a Deputy Director is functioning at Hosur to provide sericulture related and other training programmes to silk farmers, silk reelers, silk twisters and department staff under various schemes at State level.

6. Vital Services rendered by the Department

To support the sericulture stakeholders engaged in pre-cocoon and post-cocoon activities in the State, the Department of Sericulture offers the following basic services:

Pre-cocoon Sector

- ❖ Procurement of seed cocoons produced by the Seed cocoon producers for Government Grainages.

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- Production of quality disease free silkworm layings in Government grainages and supply it to the farmers.
- Production and supply of quality mulberry saplings to farmers and rearing and supply of quality Chawkie worms through Government Silk Farms.
- Imparting technical guidance and skill development training to farmers for mulberry cultivation and rearing of silkworms for the production of quality cocoons.
- Offering technical guidance to the sericulturists through field functionaries.
- Extending scheme assistances for seed cocoon and commercial cocoon producers at all stages.

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Post-cocoon Sector

- ❖ Facilitate regulated marketing of cocoon and raw silk through the Government Cocoon Markets and Government Anna Silk Exchange branches, respectively.
- ❖ Providing technical guidance and scheme assistance to entrepreneurs for establishing silk reeling and silk twisting units for the production of quality silk.
- ❖ Imparting skill development training to silk reeling entrepreneurs.

7. Tamil Nadu Sericulture Training Institute, Hosur

A Training Institute with comprehensive infrastructure and residential facilities is functioning effectively at Hosur for imparting technical training to prospective and existing sericulture farmers, silkworm seed producers and entrepreneurs engaged in the sericulture sector and providing technical training to the field staff working under the control of the Department of

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Sericulture and refresher/innovation training to all departmental personnel. In addition, various technical training programmes are being imparted to farmers and departmental officers under the ATMA Scheme.

Through this Training Institute, up to 31.07.2026, technical training has been imparted to 4,023 farmers (Departmental Schemes – 3,789 farmers; ATMA Scheme – 234 farmers), training on sericulture has been provided to 7 students, and 50 departmental personnel have been imparted in-service training.

Three months training under the Village Stay Programme (RSWE) was provided to seven final-year Bachelor of Science (Sericulture) students studying in the Department of Sericulture at the Forest College and Research Institute, Mettupalayam, affiliated with Tamil Nadu Agricultural University, Coimbatore.

- B.Sc. Sericulture is taught at the Forest College and Research Institute, Mettupalayam under **TNAU**; final-year students do a three-month village stay.

A monthly technical magazine titled 'Pattu Malar' is printed by the Tamil Nadu Sericulture Training Institute and distributed to sericulture farmers and silk reelers at a subsidized price of Rs.2/- per copy. The magazine serves as a useful

- The Sericulture Training Institute at Hosur prints the monthly technical magazine Pattu Malar, sold to farmers and reelers at **Rs.2** a copy.

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source of information for sericulture farmers and silk reelers on the latest technologies and advancements in the sericulture sector.

A Technical Handbook on Sericulture is provided to the farmers undergoing training to enable them to understand the salient features of the sericulture industry and the latest technological developments in sericulture.

8. Welfare Schemes implemented by the Department

The contribution of sericulture farmers and silk reeling entrepreneurs is indispensable for the growth of the silk industry in the State. With a view to encouraging the contribution of stakeholders in the sericulture sector and improving their socio-economic status, the Department is implementing various beneficiary-oriented developmental schemes under the State Plan and the Central Sector Scheme (Silk Samagra-2) covering all levels in pre-cocoon and post-cocoon sectors for development.

Silk Samagra-2 is the Central Sector Scheme for integrated silk development. The State allocated **Rs.3,310.00 lakh** for **2026-27** and the Central Silk Board released **Rs.2,164.875 lakh**.

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8.1. Central Sector Scheme: Silk Samagra-2

Tamil Nadu aims to achieve significant advancement in the silk industry by attaining the following objectives through the integrated scheme for the development of the silk industry, "Silk Samagra-2":

- To provide financial assistance to silk farmers and silk reeling entrepreneurs.
- To increase the production of quality raw silk.
- To promote the adoption of modern technologies and machinery in silk production.
- To strengthen infrastructure for silk production and marketing.
- To promote the export of silk products.

For the implementation of welfare schemes during the year 2026–2027, the State Government has allocated Rs.3,310.00 lakh.

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Further, the Central Silk Board has released a sum of Rs.2,164.875 lakh as the Government of India's share under the Silk Samagra-2 scheme for the implementation of welfare schemes during the year 2026–2027.

8.1.1. Support for Development of Mulberry Nursery

Assistance is provided to farmers for establishing mulberry nurseries to produce and supply quality mulberry saplings to farmers taking up new mulberry cultivation. A subsidy of Rs.1,12,500/- per acre is provided for the establishment of a mulberry nursery.

- A mulberry nursery draws a subsidy of **Rs.1,12,500** an acre; mulberry garden development gets **Rs.45,000** an acre.

8.1.2. Package of Assistance for Silkworm Rearing

Silkworm rearing requires well established and maintained mulberry garden to feed quality leaves to silkworm and properly built separate rearing sheds to maintain optimum microclimate required for silkworms.

To reduce the drudgery in mulberry garden maintenance and silkworm rearing, farm

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mechanisation is encouraged through usage of improved silkworm rearing appliances and farm equipments. For successful cocoon harvest and better productivity, farmers need to adopt recommended prophylactic measures.

As the initial investment required for these activities is substantial, particularly for the small and marginal farmers, package assistance is provided under the following components:

Scheme Component		Government Subsidy (Rs.)
Development of Mulberry garden	1.00 Acre	45,000/-
	2.00 Acre	90,000/-
Construction of Silkworm Rearing Shed	900- 1200 Sq.ft	2,43,750/-
	1200-1500 Sq.ft	3,37,500/-
Silkworm Rearing Appliances and Farm Equipments	900- 1200 Sq.ft	37,500/-
	1200-1500 Sq.ft	56,250/-
Disinfectants	Per beneficiary	3,750/-

- A silkworm rearing shed of 900-1,200 sq ft draws **Rs.2,43,750** and one of 1,200-1,500 sq ft **Rs.3,37,500,** with appliances and disinfectants funded separately.

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8.1.3. Beneficiary Empowerment Programme (BEP)

The objective of the scheme is to promote skill development of the beneficiaries by imparting practical training on mulberry cultivation and modern sericulture techniques. By imparting skill upgradation training to sericulture farmers, the productivity can be increased. During the year 2025-2026, a sum of Rs.213.50 lakh has been sanctioned for providing training to 3,050 sericulture farmers.

8.1.4. Support for establishment of Chawkie Rearing Centres

Young Silkworms from hatching up to the second moult, covering a period of seven days, are known as 'chawkie worms', and the centres exclusively established for rearing these young silkworms are known as 'Chawkie Rearing Centres' (CRCs). With a view to ensuring the continuous supply of quality chawkie worms to silk farmers, assistance is provided to farmers and entrepreneurs for establishing Chawkie Rearing Centres. A scheme assistance of Rs.9,75,000/- is provided for the establishment of one Chawkie

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Rearing Centre. During 2025–2026, 5 new private Chawkie Rearing Centres were established and are functioning successfully.

8.1.5. Support for establishment of Silk Reeling Units

Silk reeling sector plays a significant role in the growth and stability of Sericulture industry and also in converting the cocoons into high quality yarn required for textile production.

Multi-end silk reeling units and Automatic silk reeling units are an expression of modernized silk reeling techniques. Introduction of these modernized units have resulted in tremendous increase in the productivity of silk reeling industry.

To encourage youth and entrepreneurs to establish improved silk reeling units and to increase silk production in the State, financial assistance is provided for the following components:

1. Improved Cottage Basin Silk Reeling Units (6 basins)

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2. Multi-end Silk Reeling Units (10 basins)

3. Automatic Silk Reeling Units (120/200/400 ends)

4. Silk Twisting Units (480 Spindles)

Financial assistance is also provided to entrepreneurs establishing automatic silk reeling units for the installation of Water Recycling Units.

The Silk reeling industry provides entrepreneurship opportunities to the people living in rural and semi urban areas. Besides generating direct employment for the workforce engaged in the industry, it also serves as the foundation for allied industries such as silk weaving and dyeing.

8.2. State Plan

8.2.1. Assistance for establishment of Seripolyclinic

Disinfection before and after every silkworm rearing cycle plays a vital role in maintaining the health of silkworms and enhancing their productivity. With a view to ensuring the

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availability of essential disinfectants, silkworm rearing appliances and other required inputs to silk farmers in the vicinity of farming areas, and to create entrepreneurial opportunities for graduate youth, financial assistance of Rs.1,00,000/- is provided for the establishment of a Seripolyclinic. During the year 2025–2026, 20 new Seripolyclinics were established and are functioning successfully.

8.2.2. Supply of Bio-fertilisers and Farm Inputs for Soil Health Improvement and Promotion of Integrated Pest Management

To enhance soil fertility by composting and recycling farm waste generated in sericulture, ensure crop protection through Integrated Pest Management (IPM) practices, and increase mulberry leaf yield through the use of bio-fertilisers and mulberry growth promoters, leading silk farmers who have been continuously engaged in mulberry cultivation and silkworm rearing for more than 5 years are provided, at subsidised cost, with seri-compost making machines, bio-

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fertilisers, mulberry growth promoters, and solar light traps.

8.2.3. Prizes and Awards

To increase the production of quality bivoltine cocoons, Seed cocoons and bivoltine raw silk in Tamil Nadu and to encourage stakeholders excelling in these areas, cash awards are presented at the State level to outstanding sericulture farmers, seed cocoon producers and silk reelers.

Sl. No.	Prize	Amount (Rs.)
1.	First Prize	1,00,000/-
2.	Second Prize	75,000/-
3.	Third Prize	50,000/-

Details of the cash awards proposed to be presented during 2026–2027 are as follows:

Sl. No.	Prize Category	Total Cash Prize (Rs.)
1.	Best 3 Seed Cocoon Producers	2,25,000/-
2.	Best 3 Sericulture Farmers	2,25,000/-
3.	Best 3 Automatic Silk Reelers	2,25,000/-

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Sl. No.	Prize Category	Total Cash Prize (Rs.)
4.	Best 3 Multi-end Silk Reelers	2,25,000/-
Total		9,00,000/-

9. Infrastructure facilities of the Department

The following units functioning under the administrative control of the Department of Sericulture provide the necessary forward and backward linkage support to stakeholders in the sericulture sector:

9.1. Silkworm Seed Farms

Silkworm Seed Farms involve in rearing of basic silkworm pure races (parental) and production of seed cocoons meant for production of commercial silkworm layings (seeds).

The Department has 18 silkworm seed farms for the proper maintenance of parental qualities in three tier (P3 -> P2 -> P1) system of multiplication on silkworm seed cocoon production.

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The seed farms play a pivotal role in maintenance of racial characters and hybrid vigour of silkworms.

In addition to the seed farms, adopted seed cocoon producers are being selected and engaged in parental seed cocoon production to meet out the requirement at P1 level.

All necessary infrastructure facilities are being upgraded to enhance productivity in the seed farms engaged in the production of seed cocoons required for commercial silkworm layings production.

9.2. Grainages

A grainage is a facility where disease-free commercial silkworm layings are produced using seed cocoons procured from seed farms and selected seed cocoon producers.

Ten Government Grainages and one Private Silkworm Seed Production Centre with a potential to produce 120 lakh silkworm layings are functioning in the State. Through these Grainages, quality silkworm layings are produced

- Ten Government grainages and one private seed production centre can make **120 lakh** silkworm layings a year; two more grainages run under the Central Silk Board's National Silkworm Seed Organization.

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and supplied to Sericulture farmers and Chawkie Rearing Centres in the State.

Apart from this, two grainages are functioning in the State under the control of National Silkworm Seed Organization (NSSO), Central Silk Board.

During the year 2025–2026, 61 lakh silkworm eggs were produced. With a view to ensuring the continuous availability of quality silkworm eggs to farmers and meeting the increasing demand for silkworm eggs, the production target for Government Grainages has been fixed at 70 lakh silkworm eggs for the year 2026–2027.

- **61 lakh** silkworm eggs were produced in **2025-26**, with a target of **70 lakh** for **2026-27**.

9.3. Multi-graded Cold Storage Units

To regulate the diapause condition of silkworm eggs produced in Government Grainages and preserve the vigour of the embryo, cold storage facilities are maintained for their scientific preservation. In order to ensure the year-round availability of bivoltine silkworm eggs to farmers, the eggs are preserved under controlled temperature conditions ranging from 2.5°C to

- Cold storage holds silkworm eggs between 2.5C and 25C for 120 to 300 days to regulate diapause, so bivoltine eggs are available all year. Four units at Krishnagiri, Hosur and Coimbatore hold **160 lakh** eggs.

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25°C for predetermined periods of 120 to 300 days (four, six or ten months), enabling their uninterrupted distribution throughout the year.

To supply bivoltine silkworm eggs to the farmers whenever required, four multi-graded cold storage units are functioning at Krishnagiri (1), Hosur (2) and Coimbatore (1) with a preservation capacity of 160 lakh silkworm eggs.

9.4. Government Silk Farms

Government silk farms are the centres functioning as model units on mulberry cultivation and silkworm rearing activities and demonstrating the latest technologies introduced from sericulture research stations of the Central Silk Board. There are 30 Government silk farms functioning under the Department. They are categorized based on their activity.

- 30 Government silk farms work as model units - 5 demonstration-cum-training centres, 6 hybrid silk farms, 9 farmers training centres, 6 chawkie farms and 4 model mulberry plantations.

Category of the Farm	Nos.
Demonstration-cum-Training Centres (DCTC)	5
Government Hybrid Silk Farms (GHSF)	6
Farmers Training Centres (FTC)	9
Chawkie Silk Farms (CSF)	6
Model Mulberry Plantations (MMP)	4
TOTAL	**30**

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During the year 2026–2027, it is proposed to utilise the resources of the Government Sericulture Farms more efficiently to enhance their productivity and to impart training on sericulture to farmers and members of women's groups, thereby creating employment opportunities.

9.5. Technical Service Centres

Technical Service Centres (TSCs) are the grass-root level extension centres where Department staff having direct contact with the farmers and provide technical assistance to Sericulture farmers in mulberry cultivation, garden maintenance, silkworm rearing and crop protection.

The extension functionaries of the department are assisting the farmers right from the cultivation of mulberry to marketing of their produce, the cocoon.

Silkworm rearing requires more technical knowledge as the silkworms are susceptible to pests and diseases. Hence, day to day care till the

harvest of cocoons is mandatory. These activities are done by the field functionaries.

They also engage in expansion of mulberry area in the state by bringing new farmers into cultivation of mulberry for silkworm rearing. These centres also assist the farmers to avail benefits provided through various scheme components of the Department. There are 102 Technical Service Centres functioning at various districts.

- 102 Technical Service Centres are the grass-roots extension arm, guiding farmers from mulberry planting to cocoon marketing.

9.6. Government Cocoon Markets

There are 17 commercial cocoon markets in various locations of Tamil Nadu viz., Hosur, Krishnagiri, Dharmapuri, Salem, Coimbatore, Erode, Talavady, Udumalpet (Myvadi), Vaniyambadi, Tiruvannamalai, Pudukkottai, Rasipuram, Sivagangai, Theni, Nannagaram, Srivilliputhur and Nagercoil.

- 17 Government cocoon markets operate as regulated markets, eliminating middlemen; a floor price is fixed on quality assessment for e-auction.

These Government cocoon markets function as regulated markets to serve the farmers to sell their produce and reelers to buy their raw material by providing marketing facilities eliminating the middlemen.

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Based on the quality assessment of cocoons, floor price is fixed for e-auctioning of cocoons. It ensures the quality of the commodity as well as fair price for the commodity. 0.75% of cocoon transaction value is collected as levy each from seller and buyer.

During the year 2025–2026, 1,857.737 metric tonnes of cocoons, valued at Rs.11,167.541 lakh, were transacted through 17 Government Cocoon Markets.

With a view to increasing the transaction of bivoltine seed cocoons, the infrastructure facilities of the Bivoltine Seed Cocoon Market at Hosur will be upgraded and brought into operation during the year 2026–2027.

To facilitate easy marketing of cocoons by silk farmers and to ensure fair prices through a transparent electronic auction system, the new Cocoon Markets being established in Dharmapuri and Theni districts will be commissioned during the year 2026–2027.

- A levy of 0.75% is collected from both buyer and seller at cocoon markets and silk exchanges - this is what funds the Sericulture Development and Price Stabilisation Fund.
- **1,857.737 MT** of cocoons worth **Rs.11,167.541 lakh** were transacted through the 17 cocoon markets in **2025-26**.

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9.7. Government Silk Reeling / Twisting Units

Government Multi-end silk Reeling Units are functioning as model units for reeling and twisting entrepreneurs, in order to support the post cocoon sector which is vital for sericulture industry.

There are 9 Government Reeling Units functioning under this department. Production capacity of these Silk reeling units is 27 Metric Tonnes per annum. Of these 9 silk reeling units, Hosur, Salem, Talavady and Nannagaram are functioning as Silk Reeling cum Twisting Units, where the raw silk is further converted as twisted silk (or ready silk).

- Nine Government reeling units produce **27 MT** a year; those at Hosur, Salem, Talavady and Nannagaram also twist raw silk into ready silk.

9.8. Government Anna Silk Exchange, Kancheepuram

The raw silk produced by silk reelers in the State is transacted through the Government Anna Silk Exchanges functioning at Kancheepuram and Salem. The exchange has been functioning since 1991. The Government Anna Silk Exchanges serve as regulated markets, providing silk reelers

- The Government Anna Silk Exchange at Kancheepuram, with a Salem branch, has run since **1991** as a regulated market for raw silk.

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with an organised platform for marketing their raw silk.

Based on the quality assessment of silk and the prevailing average cocoon price of the state, floor price is fixed and silk lots are admitted for auction. Master weavers, Twisters and the TANSILK representatives participate in the open auction and purchase the silk. 0.75% of silk transaction value is collected as levy each from seller and buyer.

During the year 2025-2026, 110.302 Metric Tonnes of Raw Silk has been transacted for a value of Rs.5,629.570 lakh in Anna Silk Exchange, Kancheepuram and its Salem branch.

- **110.302 MT** of raw silk worth **Rs.5,629.570 lakh** was transacted at the Anna Silk Exchange and its Salem branch in **2025-26**.

9.9. Tamil Nadu Co-operative Silk Producers' Federation Limited (TANSILK), Kancheepuram

The Tamil Nadu Cooperative Silk Producers' Federation (TANSILK) was registered in 1978 and is functioning as the apex cooperative federation of the silk cooperative societies in Tamil Nadu at Kancheepuram with the objective of safeguarding the interests of sericulture farmers, silk reelers, silk twisters, weavers, and Sarvodaya Sanghs by

- **TANSILK**, registered in **1978** at Kancheepuram, is the apex silk cooperative federation, converting raw silk into twisted silk for weavers' societies, the Khadi Board and Sarvodaya Sanghs. It has six branches.

meeting the requirements of raw silk and twisted silk of the handloom weavers' cooperative societies in the State.

Silk reelers, twisters, Silk Weavers Co-operative Societies and Sarvodaya Sanghs are its members. TANSILK procures raw silk from Government Anna Silk Exchange, Kancheepuram and convert it as ready silk (Twisted silk) through silk twisters and supplies it to Silk Weavers' Co-operative Societies, Tamil Nadu Khadi and Village Industries Board and Sarvodaya Sanghs.

TANSILK's six branches are functioning at Arani, Coimbatore, Erode, Kancheepuram, Kumbakonam and Salem.

10. Sericulture Development and Price Stabilisation Fund (SD&PSF)

The levy amount collected at the Government cocoon markets and silk exchanges are credited into the fund called "Sericulture Development and Price Stabilisation Fund".

The Sericulture Development and Price Stabilisation Fund is built from market levies and spent on grainages, cocoon markets, reeling units and Pattu Malar - a self-financing development fund.

Under this fund, expenses for infrastructure facilities required for Government Grainages, Government Cocoon Markets and Silk Reeling

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Units to provide forward and backward linkages to sericulture stakeholders, printing of Pattu Malar magazine and other important development activities are being met.

The Government has constituted a committee headed by the Principal Secretary to Government, Handlooms, Handicrafts, Textiles and Khadi Department to approve the developmental schemes proposed under this fund. Additional Chief Secretary to Government, Finance Department, Director of Sericulture, Deputy Director, Government Anna Silk Exchange and a representative from the Central Silk Board are the members of this committee.

A committee under the Principal Secretary for Handlooms, Handicrafts, Textiles and Khadi, with Finance, the Director of Sericulture and a Central Silk Board representative, approves schemes under the fund.

During the year 2026-2027, a sum of Rs.150.00 lakh has been allocated for developmental activities under the Sericulture Development and Price Stabilisation Fund.

11. Sustainable Development Goals

Tamil Nadu is committed to achieving inclusive and sustainable economic growth in line with its vision of becoming a 1.5 Trillion Dollar Economy by 2036. The Department of Sericulture

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contributes to this vision through activities covering the entire silk value chain from mulberry cultivation to silk reeling and value addition.

The Department contributes directly and indirectly to the achievement of the following Sustainable Development Goals:

Goal 8: Decent Work and Economic Growth

Sericulture, being an agro-based micro and small-scale rural industry, provides continuous employment and livelihood opportunities, particularly to rural people, through mulberry cultivation, cocoon production, silk reeling and allied activities.

More than 60% of the farm labourers engaged in sericulture activities are women. The sector provides them with employment and income opportunities, thereby improving their economic well-being and contributing to family welfare. It also supports rural incomes and strengthens economic activity in rural areas.

During 2025–2026, 3,050 new beneficiaries were brought under sericulture through the Silk

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Samagra–2 scheme, creating new livelihood opportunities.

An established one-acre mulberry garden with silkworm rearing generates about 635 man-days of employment per annum. During 2025–2026, new mulberry plantations were established over 4,550 acres in the State. This has generated approximately 28.89 lakh additional man-days of employment.

Goal 9: Industry, Innovation and Infrastructure

The Department of Sericulture is strengthening the silk value chain through the adoption of technology, modern infrastructure and value addition. Under the Central Sector Scheme, Silk Samagra–2, modern technologies and infrastructure are being developed across seed production, cocoon production, silk reeling and silk twisting activities.

Since 2016, 31 multi-end silk reeling units, 6 automatic silk reeling units with 400 ends and one automatic silk reeling unit with 200 ends have been established in the State. Further, 7 automatic silk reeling units with 400 ends,

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5 automatic silk reeling units with 200 ends, 8 automatic silk reeling units with 120 ends and 2 multi-end silk reeling units with 10 ends each are under establishment.

Infrastructure facilities in cocoon markets are being strengthened. The establishment of multi-end and automatic silk reeling units is also being encouraged to strengthen post-cocoon activities. These interventions enhance productivity, quality and value addition in the silk Industry.

They also promote technology adoption, innovation and the growth of silk-based rural enterprises. Through these measures, the Department of Sericulture contributes to innovation, infrastructure development, employment generation and sustainable economic growth in the State.

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12. Revised Budget allocation for the year 2026-2027

The fund allocation made for the Department of Sericulture in the Revised Budget Estimate 2026-2027 towards Plan and Non-Plan works is given as follows:

Sl. No.	Components	Allocation made in the Revised Budget Estimate for the year 2026-2027 (Rs. in lakh)
I	**PLAN**	
a)	Development Programmes under Sericulture Development and Price Stabilization Fund (SD&PSF)	435.00
b)	State Schemes	409.00
c)	Silk Samagra (State Share)	2910.00
	PLAN TOTAL	**3754.00**
II	**NON – PLAN**	
	Maintenance of Government units, Salary, Wages, etc.,	6544.67
	Grand Total (PLAN + NON-PLAN)	**10298.67**

- Revised budget estimate for Sericulture in **2026-27** is **Rs.10,298.67 lakh** - **Rs.3,754.00 lakh** plan and **Rs.6,544.67** lakh non-plan.

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THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED

1. Poompuhar – An Introduction

The Tamil Nadu Handicrafts Development Corporation was established as a public sector undertaking on 26.07.1973. Popularly known by its brand name **"Poompuhar",** the Corporation is actively functioning to enhance the livelihood of artisans by bringing unique handicrafts made of brass, bronze (five-metal alloy), wood, stone, etc., produced through exceptional craftsmanship and hard work of Tamil Nadu artisans, to consumers in the market and creating market opportunities.

- The Tamil Nadu Handicrafts Development Corporation, branded Poompuhar, was established as a public sector undertaking on **26.07.1973**.

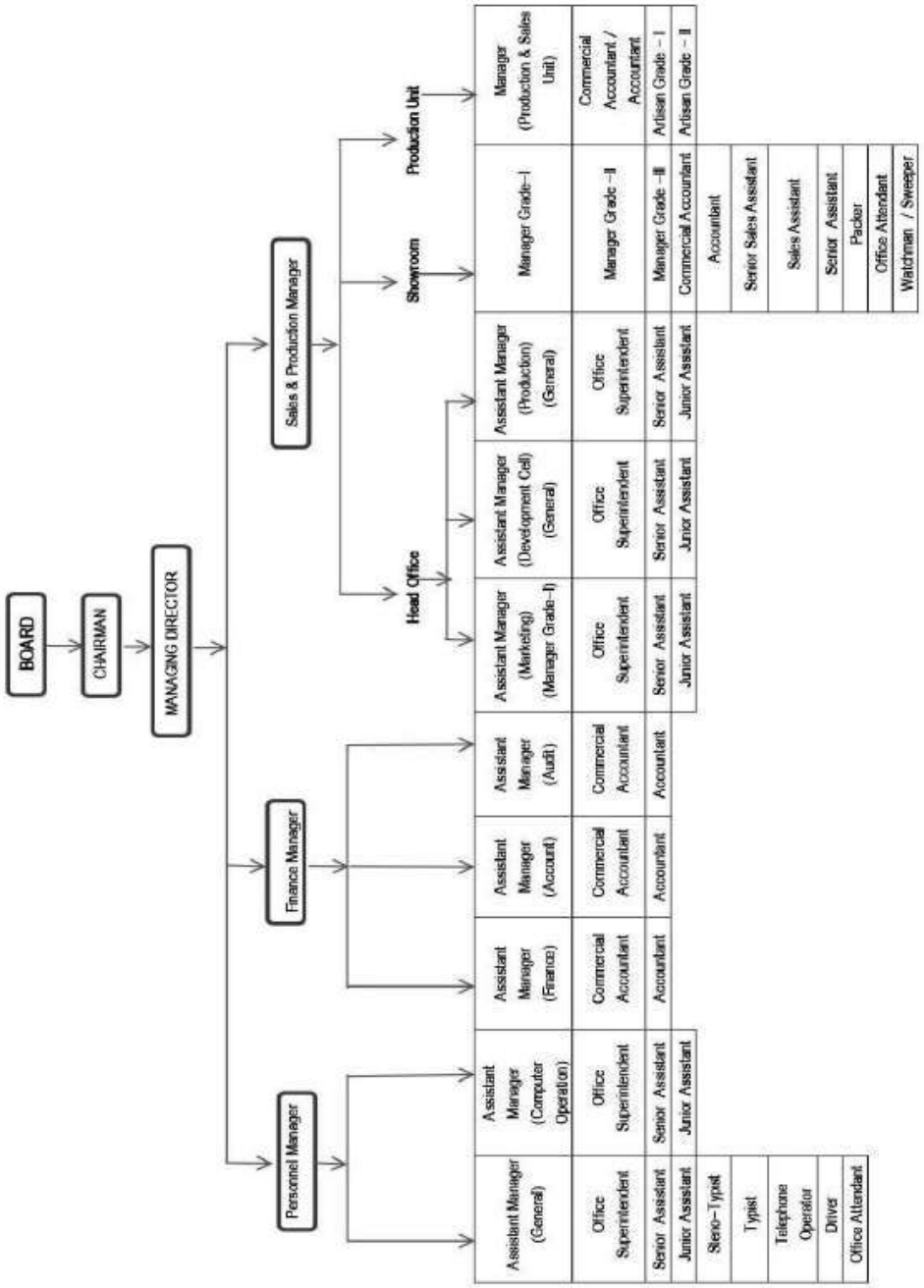
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2. Primary objectives of the Corporation

- To create domestic and international market opportunities for handicraft artisans, thereby enhancing their economic well-being.
- To expand the market reach of handicraft products through e-commerce platforms.
- To honour outstanding artisans by conferring awards.
- To improve the quality and productivity through design development and technology-based training programs.
- To implement the welfare and cluster development schemes of the Government of Tamil Nadu and the Government of India for the handicraft artisans.

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3. Organizational Structure



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The Corporation is governed by a Chairman, a Managing Director and Board of Directors comprising experienced professionals.

Under the leadership of the Managing Director, the Corporation functions through second-level officers, including the Sales & Production Manager, Finance Manager and Personnel Manager. These officers are supported by Assistant Managers, Office Superintendents, and Assistants.

The Poompuhar sales showroom operates under the supervision of Showroom Managers.

4. Sales and Marketing Activities

4.1. Poompuhar Sales Showrooms

Poompuhar has established 13 Sales Showrooms across India at Chennai, Coimbatore, Cuddalore, Erode, Salem, Thanjavur, Madurai, Tiruchirappalli, Kanniyakumari, Mamallapuram, Swamimalai, New Delhi, and Kolkata. In addition, the Corporation operates 12 sales outlets at Arignar Anna Zoological Park (Vandalur), Chennai International Airport, Government

Poompuhar runs 13 showrooms across India, from Chennai to New Delhi and Kolkata, and 12 outlets at sites including Vandalur zoo, Chennai airport, the Keeladi and Porunai museums and Kevadia in Gujarat.

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Museum-Egmore (Chennai), Keeladi Museum (Sivagangai), Kodaikanal, Kanniyakumari (Urban Haat, Public Works Department Ground and Thiruvalluvar Statue Complex), Tirunelveli, Porunai Museum (Tirunelveli), Texvalley Shopping complex (Erode) and Kevadia (Gujarat). A new Poompuhar sales showroom is currently under construction in Salem on Corporation-owned land at an estimated cost of Rs.2.00 crore.

All Poompuhar sales showrooms and production centers have been computerized.

4.2. Trade and Festival Exhibitions

Poompuhar organizes a several handicraft exhibitions every year, enabling Tamil Nadu artisans to sell their products directly to customers. The Corporation facilitates the marketing of handicrafts through its permanent showrooms, indoor and outdoor exhibitions.

To attract more customers and boost sales of artisan handicraft products, Poompuhar organizes special festival exhibitions at its outlets during major occasions like Krishna Jayanthi, Vinayaka

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Chaturthi, Navaratri, Deepavali, Karthigai Deepam, Christmas, New Year, and Pongal every year.

4.2.1. Outdoor Exhibitions (2025–2026)

Sl. No.	Details of Exhibition	Exhibition Period
1	Participated in the 48th Yercaud Summer Festival Exhibition	23.05.2025 – 29.05.2025
2	Participated in the exhibition organized at the Puducherry Chamber of Commerce	20.06.2025 – 30.06.2025; 08.08.2025 – 18.08.2025 & 29.08.2025 – 08.09.2025
3	Organized a Handicrafts and Handloom Exhibition at Kalpakkam Township	01.07.2025 – 13.07.2025
4	Organized an All Handicrafts Exhibition at NLC, Neyveli	04.07.2025 – 14.07.2025 & 09.10.2025- 22.10.2025
5	Organized an All Handicrafts Exhibition at Kudankulam	06.08.2025 – 10.08.2025
6	Organized an All Handicrafts Exhibition at Tiruchirappalli	07.08.2025 – 17.08.2025

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Sl. No.	Details of Exhibition	Exhibition Period
7	Participated in the Navaratri Golu Dolls Exhibition organized by the Tamil Nadu Corporation for Development of Women at Annai Teresa Women's Complex	12.09.2025 – 05.10.2025
8	Participated in the State Handloom Exhibition held at Karur and Pasumalai, Madurai	02.10.2025 – 17.10.2025
9	Participated in the State Handloom Exhibition at Kalaivanar Arangam, Chennai	03.10.2025 – 17.10.2025
10	Participated in the exhibition organized in Mumbai in connection with India Maritime Week 2025	27.10.2025 – 31.10.2025
11	Participated in the 60th Autumn Fair 2025 at Noida, New Delhi	13.10.2025 – 17.10.2025
12	Organized an All Handicrafts Exhibition at Palakkad	21.11.2025 – 30.11.2025
13	Participated in the India International Mega Trade Fair at Science City Grounds, Kolkata	05.12.2025 – 26.12.2025
14	Organized a Handicrafts Exhibition at Hosur	05.12.2025 – 14.12.2025
15	Participated in the India International Trade Fair (IITF) at Pragati Maidan, New Delhi, representing the Tamil Nadu Pavilion	14.12.2025 – 27.12.2025
16	Organized a Handicrafts Exhibition at Krishnagiri	19.12.2025 – 28.12.2025
17	Participated in SARAS Expo 2025 organized by the Tamil Nadu Corporation for Development of Women at CODISSIA, Coimbatore	23.12.2025 – 03.01.2026

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Sl. No.	Details of Exhibition	Exhibition Period
18	Participated in the State Handloom Exhibition at Erode District	30.12.2025 – 22.01.2026
19	Organized a Handicrafts Exhibition at Vellore	30.12.2025 – 11.01.2026
20	Participated in the State Handloom Exhibition at Kumbakonam	30.12.2025 – 12.01.2026
21	Organized a Handicrafts Exhibition at Adi Kumbeswarar Temple, Kumbakonam	30.12.2025 – 12.01.2026
22	Participated in the National Conference of Textile Ministers and Exhibition at Guwahati, Assam	08.01.2026 – 09.01.2026
23	Participated at 14 venues during Chennai Sangamam – Namma Ooru Thiruvizha 2026	13.01.2026 – 16.01.2026
24	Participated in the exhibition organized by the Department of Non-Resident Tamils Welfare at Chennai Trade Centre, Nandambakkam	11.01.2026 & 12.01.2026
25	Participated in the TN BEAT Exhibition organized by TAHDCO at CODISSIA, Coimbatore	24.01.2026 & 25.01.2026
26	Organized a Mega Handicrafts Exhibition-cum-Conference at Kalaivanar Arangam, Chennai	05.02.2026 – 08.02.2026

4.2.2. Business-to-Business (B2B) Operations and Export Sales

The organization is implementing a B2B model to sell Tamil Nadu's artisan products through the "Poompuhar Direct Procurement"

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initiative. Additionally, it exports these products through its website. Through these efforts, the organization achieved sales of Rs. 2.76 crore during the financial year 2025–2026.

4.2.3. Market Expansion Initiatives

Poompuhar manufactures and supplies gold and silver medals, trophies, and mementos to various Government Departments, PSUs, and private organizations. Through these special orders and project-based assignments, the Corporation recorded sales of Rs. 21.09 crore in the financial year 2025–2026. Through this special work orders artisans have been enabled with additional income.

To further expand its business activities, Poompuhar also undertakes interior decoration works for Government and Public Sector organizations, temples under the Hindu Religious and Charitable Endowments (HR&CE) Department, private institutions, ports and airports.

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4.2.4. Business Turnover

During the financial year 2025–2026, Poompuhar achieved a total sales turnover of Rs.60.77 crore. The Corporation is committed to achieve a sales target of Rs.75.00 crore for the year 2026–2027.

- Poompuhar's sales turnover was **Rs.60.77 crore** in **2025-26** against a target of **Rs.75.00 crore** for **2026-27**; online sales through poompuhar.com were **Rs.2.08 crore**.

4.2.5. e-commerce and Digital Marketing Services

Poompuhar has entered into business partnerships with leading e-commerce platforms, including Mystore (ONDC), Exotic India, M/s. Artistic Art Forum, and Advaita Creation (USA). During 2025–2026, the Corporation recorded online sales worth Rs.2.08 crore through its official website, www.poompuhar.com. The Corporation is also taking steps to enter into MoU with Swadesh (Reliance Retails) and other organizations this year.

Poompuhar actively promotes its handicraft products through digital marketing campaigns across major social media platforms such as Facebook, X-platform, Instagram, and YouTube. During the year, the Corporation uploaded more than 200 videos on its official YouTube channel.

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The Corporation's official e-commerce portal, www.poompuhar.com, also enables artisans to directly register and market their handicraft products online.

5. Poompuhar Production Centres

Poompuhar operates seven production centres engaged in the manufacture of a wide range of traditional handicrafts, including Bronze (five-metal alloy) idols, brass lamps, wooden sculptures, stone sculptures, and Thanjavur Art Plates. These production centres provide continuous employment to artisans and play a significant role in improving their livelihoods. The products manufactured at each production center are as follows:

1. Nachiarkoil - Brass Lamps
2. Swamimalai - Bronze Icons
3. Mamallapuram - Stone Sculptures
4. Kallakurichi - Wooden Sculptures
5. Madurai - Brass Lamps and Brass artware
6. Thanjavur - Art Plates
7. Vagaikulam - Brass Lamps

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During the year 2025–2026, the Corporation produced handicraft products value of Rs.4.39 crore through its production centers.

6. Optional Procurement Agency

The Government of Tamil Nadu has notified Poompuhar as an "Optional Procurement Agency" under Section 16(f) of the Tamil Nadu Transparency in Tenders Act, 1998. This has enabled the Government Departments and Government-owned organizations to procure handicraft products.

7. Information Technology and e-commerce Initiatives

Poompuhar has integrated Information Technology (IT) across its core operations. To improve marketing, financial management, and administrative efficiency, the following initiatives have been taken:

- ❖ Developing a comprehensive digital database of artisans.
- ❖ Collecting artisan data and issuing digital identity cards (e-ID Cards).

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- ❖ Improving service quality and attracting new customers by collecting customer feedback through the official Poompuhar website.

- ❖ Digitally document the works of artisans across Tamil Nadu by professionally photographing handicraft products and uploading them to the Corporation's official website. This initiative aims to strengthen online marketing and expand e-commerce opportunities for Handicrafts. More than 5,000 handicraft products have been uploaded to the website so far.

8. Design Research and Development Centre (DRDC)

To promote innovation in traditional handicrafts, Poompuhar has established a Design Research and Development Centre (DRDC) equipped with 3D designing and 3D printing technologies. The centre has been developing various modern handicraft products.

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9. Souvenirs for Institutional and Government Events

- ❖ Three-dimensional (3D) miniature replicas of University.
- ❖ Miniature replicas of ancient monuments.
- ❖ Scale models and 3D replicas of UNESCO World Heritage Sites.
- ❖ Miniature replicas of archaeological discoveries from the Keeladi and Porunai excavations.

During the financial year 2025–2026, the Design Research and Development Centre (DRDC) secured souvenirs special project orders value of Rs.1.23 crore.

10. Artisan Welfare and Development Programmes

Improving the livelihood and well-being of artisans is a primary objective of Poompuhar. The Corporation implements various welfare schemes of both the Government of Tamil Nadu and the Government of India, to benefit the handicraft

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artisans. 5th March is observed every year as "Artisans Day".

- 5 March is observed as Artisans Day.

10.1. Awards Scheme

To recognize excellence in craftsmanship, Poompuhar confers the following seven categories of Awards every year.

Sl. No	Detail of awards	No. of Awards
1	**Living Craft Treasure Award-** This award was introduced for skilled artisans above the age of 65. The artisans who receive this award are given a cash prize of Rs. 1.00 lakh, 8 gram gold medal, a Thamirapathiram and a certificate.	10
2	**Poompuhar State Award-** Artisans above 30 years of age are awarded a cash prize of Rs.50,000/-, 4 gms gold medal, Thamirapathiram and a certificate.	10
3	**Poompuhar District Craft Award –** Artisans are awarded a cash prize of Rs.20,000/-, 50 gms silver medal and a certificate. (18 years above)	85
4	**Handicrafts Export Award –** Artisans are awarded a cash prize of Rs.40,000/-, 4 gms gold medal, Thamirapathiram and a certificate. (18 years above)	2

- The Living Craft Treasure Award for artisans above 65 carries **Rs.1.00 lakh**, an 8-gram gold medal and a Thamirapathiram - the senior award among seven categories.

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Sl. No	Detail of awards	No. of Awards
5	**Team Production Award –** Artisans are awarded a cash prize of Rs.40,000/-, 4 gms gold medal, Thamirapathiram and a certificate. (18 years above)	3 Teams
6	**Utility Based Handicrafts Award –** Artisans are awarded a cash prize of Rs.40,000/-, 4 gms gold medal, Thamirapathiram and a certificate. (18 years above)	3
7	**Gen next Competition Award –** Artisans aged 18 to 30 years are awarded a cash prize of Rs.10,000/-, 5 gms silver medal and a certificate.	150
	Total	263

263 awards are conferred a year across seven categories, including 150 Gen Next awards for artisans aged 18 to 30 - the note claims the highest number of artisan awards of any State.

Tamil Nadu has the distinction of conferring the highest number of Awards annually to the artisans.

10.2. Common Facility Centres (CFCs) for Artisans

Poompuhar has established 14 Common Facility Centres (CFCs) across Tamil Nadu for the benefit of artisans. These centres are equipped with modern machinery and advanced technologies, including CNC machines, Induction

14 Common Facility Centres serve 4,600 artisans with **CNC** machines, induction furnaces, engraving, 3D printing and four-axis wood carving.

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Furnace, Engraving machines, 3D design and 3D printing facilities, and four-axis wood carving machines, among other specialized equipment.

The Common Facility Centres, equipped with machineries and tools enable artisans to manufacture high-quality handicraft products and also serve as training centres. The details are as follows:

Sl. No	Location of the CFC	Craft	No. of artisans benefitted
1	Swamimalai, Thanjavur District	Bronze icons / metal	500
2	Nachiarkoil, Thanjavur District	Brass lamps	500
3	Vagaikulam, Tirunelveli District	Brass lamps	300
4	K.Pudur, Madurai District	Brass lamps/ Brassware	500
5	Thanjavur	Art plate	200
6	Kanyakumari	Banana fibre	500
7	Kanchipuram	Papier machie	300
8	Arumbavur, Perambalur District	Wood carving	200
9	Thammampatti, Salem District	Wood carving	300
10	Ambasamudram, Tenkasi District	Lacquer ware	200
11	Hasanur, Erode District	Lantana craft	100

- Craft clusters by centre: bronze icons at Swamimalai, brass lamps at Nachiarkoil, Vagaikulam and K. Pudur, art plate at Thanjavur, banana fibre at Kanyakumari, papier mache at Kanchipuram, wood carving at Arumbavur and Thammampatti, lacquer ware at Ambasamudram, lantana at Hasanur, terracotta at Vikravandi and Karukurichi, korai grass mats at Pathamadai.

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Sl. No	Location of the CFC	Craft	No. of artisans benefitted
12	Vikravandi, Villupuram District	Clay / Terracotta	400
13	Pathamadai, Tirunelveli District	Koragrass mat	250
14	Karukurichi, Tirunelveli District	Clay / Terracotta	350
		Grand Total	**4,600**

10.3. Scheme for Distribution of Improved Tool Kits to Artisans

To enhance the productivity of artisans and reduce the physical effort, Poompuhar distributed Improved Tool Kits at a value of Rs.10,000/- per artisan to 200 artisans across Tamil Nadu during the financial year 2025–2026. The details are as follows:

- Improved tool kits worth **Rs.10,000** each went to 200 artisans in **2025-26**.

Sl. No.	Craft	Handicrafts Cluster	No. of artisans benefitted
1	Clay / Pottery craft	Vikravandi, Villupuram District	50
2	Cloth dolls	Salem District	50
3	Stone carving craft	Nagalapuram, Trichy District	50

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Sl. No.	Craft	Handicrafts Cluster	No. of artisans benefitted
4	Lace & Embroidery craft	Jeyamkondam, Ariyalur District	50
	Total no. of artisans benefitted		**200**

10.4. Skill Development and Design Training Programmes for Artisans

During the financial year 2025–2026, Poompuhar organized fundamental Skill Development Training Programmes and Design & Technology Development Workshops for artisans belonging to 14 handicraft clusters across Tamil Nadu, with financial assistance of Rs.85.74 lakh from the Government of India.

A total of 420 artisans benefitted from these programmes by acquiring fundamental skill development and the ability to create innovative designs. The details of the training programmes are as follows:

Sl. No	Crafts Name	Handicrafts Clusters	No. of Beneficiaries
Skill Development Training Programmes			
1	Papier Machie	Muthiyal Pet, Kanchipuram District	30

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Sl. No	Crafts Name	Handicrafts Clusters	No. of Beneficiaries
2	Lacquerware	Ambasamudram, Tirunelveli District	30
3	Manamadurai Clay Pottery	Manamadurai, Sivagangai District	30
4	Temple Jewellry	Vadasery, Kannyakumari District	30
5	Wood Carving	Kallakurichi	30
6	Thanjavur Dolls	Thanjavur	30
7	Kotta Clay Pottery	Thiruchikadi, The Nilgiris	30
Design & Technology Development Work Shops			
8	Natural Fibre	Kannyakumari	30
9	Temple Jewelry	Vadasery, Kannyakumari District	30
10	Koragrass Mat Weaving	Pathamadai, Tirunelveli District	30
11	Koragrass Mat Weaving	Veeranallur, Tirunelveli District	30
12	Wood Carving	Kallakurichi	30
13	Thanjavur Art Plate	Thanjavur	30
14	Kotta Clay Pottery	Kollimalai, The Nilgiris	30
Total Beneficiaries			**420**

In addition, 14 skill development training programmes were conducted for the educated youth through Poompuhar under the "Vetri

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Nichayam" Training Scheme of the Tamil Nadu Skill Development Corporation (TNSDC) during 2025–2026, at a total project cost of Rs.1.00 crore. Overall, more than 900 aspiring artisans benefitted under the training schemes of both the Government of India and the Government of Tamil Nadu during the year.

10.5. Integrated Artisan Database Mobile Application

Various artisans across Tamil Nadu have been identified and their details collected. Data for 40,011 artisans has been uploaded through a mobile application, and a dedicated webpage has been created for each of them. This enables them to access Government welfare and social security schemes.

10.6. 'Handicraft Marketing Mission' aimed at taking artisans products to the global market through e-commerce

With the objective of taking the handicrafts produced by artisans to global markets through e-Commerce and B2B business trading methods, expanding market opportunities, and enhancing the livelihoods of artisans, the 'Handicraft

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Marketing Mission' is being implemented at a cost of Rs.2.35 crore. Through this, a technology-based multi-faceted e-commerce platform (B2C & B2B), an integrated mobile application comprising customers and sellers, a supply management system, standardization of products, digital advertising promotion, photography documentation, and data entries are being implemented.

10.7. Urban Haats (Kanniyakumari and Mamallapuram)

The Corporation has established Urban Haat with the necessary infrastructure at the tourist destinations of Mamallapuram and Kanniyakumari, facilitating direct market access and permanent market opportunities for artisans.

These exhibition spaces enable artisans to market their handicraft products throughout the year.

The Urban Haats at Kanniyakumari and Mamallapuram are equipped with 50 craft shops, food court, dormitory, amphitheatre, landscaped gardens, rural-themed children's park, vehicle parking facilities etc.,

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More than 1,500 artisans are taking turns to market products at these exhibition spaces.

10.8. Geographical Indication (GI) Registration for Handicrafts

Under the Geographical Indications of Goods (Registration and Protection) Act, 1999, and the Geographical Indications of Goods (Registration and Protection) Rules, 2002, Geographical Indication (GI) tags have been obtained for 23 handicraft products.

Through the Geographical Indications Registry of the Government of India, GI tags have been obtained for the following handicraft products from Tamil Nadu:

1. Nachiarkoil Brass Lamps
2. Pattamadai Mats
3. Toda Embroidery
4. Mamallapuram Stone Sculptures
5. Swamimalai Bronze Icons
6. Vadasery Temple Jewellery
7. Thanjavur Art Plates

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8. Thanjavur Paintings
9. Thanjavur Dolls
10. Kallakurichi Wood Carvings
11. Karuppur Kalamkari Paintings
12. Thanjavur Pith Work
13. Arumbavur Wood Carvings
14. Mayiladi Stone Sculptures
15. Vilacheri Clay Dolls
16. Thovalai Manikkamalai (Traditional Bead Garland)
17. Ambasamudram Choppu Saman (Wooden Toy Utensils)
18. Namakkal Makkal Pattirangal

Poompuhar has also obtained Authorised User Certificates for the following GI-tagged handicraft products:

1. Chettinad Kottan
2. Narasingampettai Nadaswaram

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3. Thanjavur Veena

4. Thaikkal Rattan Craft

5. Manamadurai Pottery

Further, steps are being taken to obtain Geographical Indication (GI) tags for the following 10 handicraft products:

1.	Cuddalore-Vandipalayam	Clay toys
2.	Ranipet-Walajapet	Cane & Bamboocraft
3.	Chennai-Kosapet	Clay toys
4.	Kancheepuram	Papier-mache
5.	Madurai-K. Pudur	Art Metalware
6.	Tenkasi-Karukurichi	Clay toys
7.	Thiruvallur-Pulicat	Palm leaf product
8.	Tenkasi-Ambasamudram	Lacqureware
9.	Tiruvannamalai-Modaiyur	Soap stone craft
10.	Erode–Hasanur	Lantana craft

To promote the sale of Geographical Indication (GI)-tagged products and create greater awareness, the organization has established dedicated GI product galleries at 13 of its retail outlets.

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11. Micro Cluster Development Program – Thammampatti Wood Carving Cluster

The Department of Micro, Small and Medium Enterprises (MSME) has sanctioned Rs.9.74 crore for the implementation of the Micro Cluster Development Program for the Thammampatti Wood Carving Cluster**.** A dedicated Handicrafts Display and Demonstration Centre has been established at Malliyakarai.

The key objectives of the project are to:

- ❖ Modernize wood carving production through the introduction of advanced machinery and equipment.
- ❖ Support local artisans by providing access to modern tools.

The project is being implemented to strengthen the traditional wood carving industry and creating better marketing opportunities for artisans of the Thammampatti Wood Carving Cluster.

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12. Development and Promotion of Tourism Souvenirs

Poompuhar manufactures and sells handicraft souvenir products that reflect Tamil Nadu's rich cultural heritage and its tourist significance. These products are designed and marketed to showcase the pride of Tamil Nadu's history, culture, and heritage. The details are as follows:

Special Souvenirs

1. Architectural models of Universities (Three-dimensional design):
   - University of Madras
   - Annamalai University
   - Anna University
2. Plaque souvenirs engraved with Thirukkural and the Thiruvalluvar statue for the Department of Public Health and Preventive Medicine.
3. Paperweight souvenirs developed for the Department of Tourism.

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4. Metal souvenirs produced for Overseas Tamils Day.

5. Globe-shaped textile souvenir models prepared for the Textile department.

6. Lion-tailed Macaque replica souvenirs developed for Arignar Anna Zoological Park, Vandalur.

7. Drone and Palmyra Tree model souvenirs.

8. Customized souvenirs for Valluvar Kottam and Integral Coach Factory (ICF) Schools.

9. Decorative plaques highlighting Geographical Indication (GI) products.

10. Souvenir models representing UNESCO World Heritage Sites.

Heritage Souvenirs

1. Replica of the Srivilliputhur Andal Temple Gopuram, the State Emblem of Tamil Nadu.

The Srivilliputhur Andal Temple gopuram is the State Emblem of Tamil Nadu - Poompuhar makes replicas of it among its heritage souvenirs.

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2. Traditional souvenirs like Yazhi.

3. Musical instrument souvenirs like Machayazh.

4. Sangam-era animal figurines designed for the Forest Department.

5. Valluvar Kottam replicas.

6. Trichy Rockfort (Malaikottai) replicas.

7. Lady Justice souvenir.

8. Replica of the Preamble to the Constitution of India.

9. Models of archaeological artefacts discovered during the Porunai Excavations.

10. Souvenirs depicting the history of the Three Tamil Dynasties—the Cheras, Cholas, and Pandiyas.

11. Souvenir models of figures of leaders such as Velu Nachiyar, Bharathiyar, Kamarajar, Abdul Kalam, and Vivekananda.

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Fridge Magnets inspired by Heritage Monuments

Based on world-famous sites, designs of temples and other monuments have been made as decorative prototypes with magnetic fitters (Fridge magnets) to affix on refrigerators.

13. Sustainable Development Goals

The Sustainable Development Goals (SDGs) have been established for the member states of the United Nations. In alignment with the indicators outlined in the action plan for a better future, three goals have been identified for this sector.

Goal [1]: No Poverty

(1.1.) Eradicate Extreme Poverty for all people everywhere.

Poompuhar enables continuous income through the sale of artisans' handicrafts through its sales showrooms, through increasing income by creating market opportunities through indoor and outdoor exhibitions, theme exhibitions, and festival exhibitions, through the sale of

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handicrafts through website, and through market expansion efforts to pave the way for continuous income.

Furthermore, with the financial assistance of the Central and State Governments, by providing skill development training and design and technology training, by providing advanced equipment tools, and to increase income through production, measures are being taken to create new designs by engaging approved designers. Most of these persons are women and young artisans.

Efforts are also being made to increase the productivity of artisans by facilitating the use of Common Facility Centres (CFCs) established at 14 locations across Tamil Nadu.

Goal [8]: Decent work and Economic Growth

(8.5.) Achieve full and productive employment and decent work for all Women and Men

11 common facility centres for handicrafts such as Panchaloha idol, brass lamp, Thanjavur

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art plate, natural fibre products, wood carving, papier-mache toys, wood-turned toys, lantana products, clay products, and Korai mat and 3 common facility centres for languishing handicrafts such as clay, terracotta and Pattamadai mat have been established. These common facility centres are fitted with modern machinery and continuously functioning for the usage of artisans.

Through the Design Research and Development Centre (DRDC), designs for many new handicraft products are being created according to current times through modern three-dimensional (3D) printing technology.

At Kalaivanar Arangam in Chennai, a mega handicrafts exhibition-cum-conference was conducted from 05.02.2026 to 08.02.2026. Through this exhibition, around 1,000 artisans have benefitted.

Through the above-mentioned measures, various people, including male, female, and differently-abled artisans, are earning income.

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Goal 9: Industry, Innovation and Infrastructure.

This corporation, through renovating and enhancing its sales outlets and creating new showrooms, improves the well-being of artisans. Aiming to renovate production centres and improve quality and sustainable infrastructure, it has been functioning by following eco-friendly technologies and processes.

This corporation has been undertaking efforts to enable artisans to utilize Information and Communication Technology on a larger scale by supporting technological development, research and designs.

Poompuhar has been carrying out works by renovating and enhancing sales and production centres to create a favourable environment and working condition for artisans and employees.

14. Way forward

As future development measures of Poompuhar, adoption of new strategies in marketing such as targeting customers including Government and private institutions, star hotels,

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and other organizations, enhancing the e-commerce centre, setting up a testing laboratory for standardizing Geographical Indication-tagged handicrafts and other handicrafts, enhancing the utility of production centres and common facility centres to raise production capacity, and furthermore, proactively operating to undertake efforts to create handicrafts with modern innovations in tune with time.

P. MATHAN RAJA
MINISTER FOR MICRO, SMALL AND MEDIUM ENTERPRISES

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DEPARTMENT OF SERICULTURE



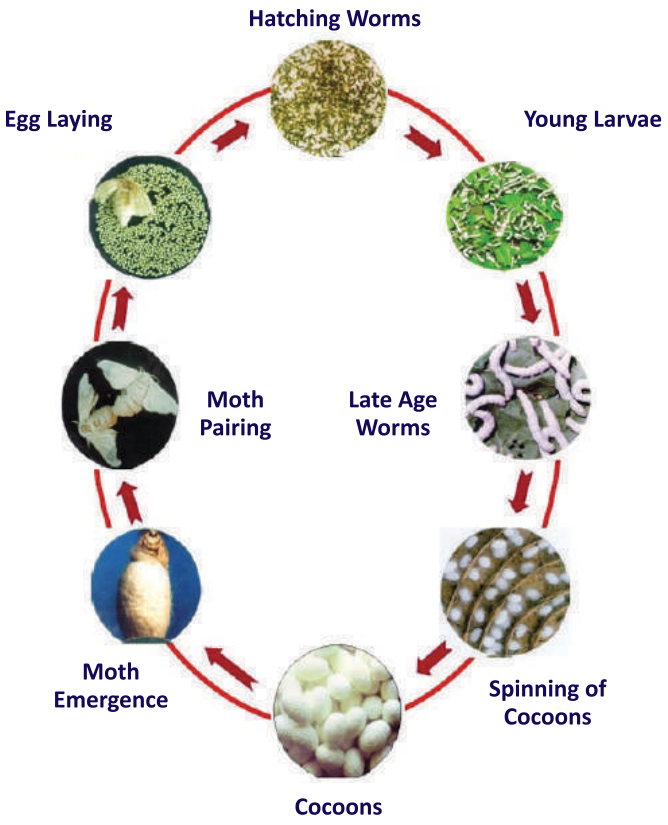
Hon'ble Chief Minister of Tamil Nadu visited the Department of Sericulture Stall during the inauguration of the "HAND TEX 2026" Handloom Expo at Kalaivanar Arangam, Chennai, on 07.08.2026.



Hon'ble Minister for Micro, Small and Medium Enterprises reviewed the performance of various schemes and activities of the Department of Sericulture on 07.07.2026 at the Tamil Nadu Handicrafts Development Corporation Limited Office, Chennai.



Hon'ble Minister for Micro, Small and Medium Enterprises inspected the Silkworm Rearing activities at Dharmapuri district on 31.07.2026.



Life Cycle of Mulberry Silkworm



Silkworm Pupae inside Cocoon



Mulberry Silk Moth



Raw Silk Auction at Government Anna Silk Exchange, Kancheepuram

TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LIMITED



On 07.07.2026, the Mega Handicrafts Exhibition and Sale, organised by Poompuhar, was inaugurated by the Hon'ble Minister for Micro, Small and Medium Enterprises at the Government Museum Complex, Egmore, Chennai.



On 31.07.2026, the Poompuhar Display-Cum-Demonstration Centre, established at Malliyakarai, Attur Taluk, Salem District, was inaugurated by the Hon'ble Minister for Micro, Small and Medium Enterprises.



On the occasion of Madras Day, the Hon'ble Minister for Micro, Small and Medium Enterprises launched souvenirs crafted by the Tamil Nadu Handicrafts Development Corporation Limited on 21.08.2026.



On 23.06.2026, the Hon'ble President of India, Smt. Droupadi Murmu, conferred the Padma Shri Award 2026 in the "Art" category upon renowned Panchaloha sculptor and artisan Sthapathi Raja Kaliappa Goundar of Salem.

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