

VIRUDHUNAGAR (TAMIL NADU) MEGA HANDLOOM CLUSTER

1. **Year of Announcement** – 2009 –10
2. **Area of Jurisdiction**- Covers 6 districts i.e. Virudhunagar, Tirunelveli, Thoothukudi, Ramanathapuram, Sivagangai & Madurai
3. Intervention-wise progress

(Rs. in Crore)

S. No.	Interventions	IA	Project cost	Gol share	Amt. released by Gol	Project Status
1.	Technology Up-gradation	Co-optex	26.76	21.82	21.82	34,496 items distributed. Project completed.
2.	Design Studios (02) at Madurai and Paramkudi		0.50	0.40	0.36	<u>PARAMAKUDI</u> Operational since, March, 2018 •Textile CATD software with Coral draw and Adobe photoshop software installed. •Jacquard card punching machine installed. •733 designs developed. •648 designs sold •Rs. 9.82 lakh revenue generated. <u>MADURAI</u> Operational since, June, 2017 - Weavers are provided with design inputs. - Goods from weavers procured by co-optex. - 671 designs created. - 584 designs converted to products.
3.	Market Development BSM & Exhibitions (40) Exposure visit (200 wvrs.) Modernization of showrooms (12) Exports – Participation in international Exhibition (05) Publicity Admin. Fee		7.03	5.00	4.50	- 50 Exhibitions conducted - 4 Exposure visits - 12 showrooms modernized - One Intl. Exhn. Participated - Video Documentary film prepared - Advt. released in Magazines & Newspaper.
4.	Souvenir Shop at Karaikudi		1.83	1.83	1.80	• Operational since September, 2021. • Sales of Rs. 181.789 lakh from September, 2021 to March, 2023.
5.	05 Dye house with ETP Facility at Arrupukottai, P. Thoriapatty, Ramachandrapuram, Karaikudi & Sankarankovil)		TCTP Mill	2.50	2.50	2.50
6.	2 Marketing Complex at Tirunelveli & Madurai	Co-optex	8.00	6.48	5.83	<u>Tirunelveli:</u> construction work completed. Interior modernisation & Electrical works are in progress and Complex would be tentatively operational by end of April, 2023. <u>Madurai:</u> Stilt & 1st Floor construction works completed. 2 nd , 3 rd & 4 th floors are in progress. Necessary action has been taken to speed up the works and complex would be operational by end of July, 2023.

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7.	16 Block Level Clusters	PWCS	9.55	9.55	7.31	Completed.
8.	Fee to CMTA		0.43	0.43	0.21	
9.	Due to revision in cost of Market Development Intervention by IFW, funds refunded by Co-optex				1.63	
	Total		56.60	48.01	45.96	