HANDLOOMS, HANDICRAFTS, TEXTILES AND KHADI DEPARTMENT

The Tamilnadu Handicrafts Development Corporation Limited

CITIZEN CHARTER

2010

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The Tamilnadu Handicrafts Development Corporation Limited

CITIZEN CHARTER 2010

This charter is a statement of the objects and commitment of Tamilnadu Handicrafts Development Corporation Limited to improve, develop and promote handicrafts and to protect the Welfare of Artisans of Tamilnadu.

OBJECTS

1. Marketing of handicrafts
2. Provision of employment opportunities to artisans
3. Training
4. Recognition of Craftsmen
5. Welfare measures for artisans

1. MARKETING OF HANDICRAFTS

The Corporation caters to the requirement of the general public for handicrafts by selling the various artefacts produced by the artisans through its large net work of 18 showrooms and also by organizing various exhibitions during local festivals and other important occasions. The addresses and telephone numbers of the Poompuhar Sales Showrooms are given in the Annexure-II.

Any craftsperson of Tamilnadu who produces handicrafts can approach the officers as indicated in Annexure-I & II for marketing his/her products through the Poompuhar Sales Showrooms and through the various exhibitions organized by the Corporation.

In addition to sale of handicrafts through its showrooms and exhibitions, the Corporation also proposes to set up 2 Urban Haats in Tamilnadu one at Mamallapuram near Chennai and another at Kanyakumari so as to facilitate the artisans to directly sell their products to the consumers.
2. **PROVISION OF EMPLOYMENT OPPORTUNITIES TO ARTISANS**

The Corporation runs Production Centres in the crafts of brass lamp making, bronze icon making, Art Plate making, Wood carving and Stone carving at Nachiarkoil, Vagaikulam, Swamimalai, Madurai, Thanjavur, Kallakurichi and Mamallapuram. The addresses and telephone numbers of Production Centres are given in Annexure-III. The artisans are provided employment opportunities through these Production Centres. Those artisans who seek employment in the production of any of the craft mentioned above may approach the Officers listed in Annexure I & III.

3. **TRAINING**

The Corporation provides training for acquiring various skills in the production of craft items. Those who want to acquire the skill in the production of these craft items can join the training programmes organized by the Corporation periodically and get themselves proficient in these craft skills which will enable them to take up production of handicrafts as an occupation. During the training period, the trainees are paid stipend by the Corporation.

4. **RECOGNITION OF CRAFTSMEN**

**National Award and Poomphuhar State Award**

In Tamil Nadu so far 23 Mastercraftsmen have been conferred with National Award. These Mastercraftsmen practice the crafts of Bronze icon making, Stone carving, Wood carving, Kalamkari painting, Glass painting, Temple Jewellery and Korai Fine Mat weaving. With this Award, a cash prize of Rs.1.00 lakh, a copper plaque and an angawasthram are being given. This Award is presented by Her Excellency the President of India. The Government of India have also instituted Shilp Guru Award which is superior to the National Award and is awarded to highly talented mastercraftsmen. On the lines of the National Award, with a view to bring out the talent among the craftspersons and to recognize and honour the best among them, the Corporation conducts the 'Poompuhar State Award Competition' every year.
The winners were being given a cash award of Rs.5000/-, a silver medal weighing 40 grams and a certificate. From 2006-2007 onwards, the cash component of the Award has been increased to Rs.20,000/- from the existing Rs.5000/- and a gold medal weighing 4 gms, is provided in place of the silver medal given earlier. From the year 2009-2010 onwards the cash component of Poompuhar State Award has been increased from Rs.20,000/- to Rs.50,000/-. Further from 2007-2008 onwards the number of awardees has been increased from five to ten.

Those artisans who have received Shilp Guru Award, National Award and Poompuhar State Award are eligible to receive a pension of Rs.1000/-p.m when they complete the age of 60 years.

Anyone requiring further details may contact the officers mentioned in the Annexure – I.

5. **WELFARE MEASURES FOR ARTISANS**

(i) **Health Insurance Scheme for Handicraft Artisans**

With a view to provide health care facilities to the handicraft artisans, the Central Government has introduced a scheme namely Rajiv Gandhi Shilpi Swastiya Bima Yojana Scheme. Under this scheme, the family consisting of four members of an artisan can avail out patient medical facilities upto a maximum of Rs.15000/- per annum. Further they can receive medical expenses incurred by them for treatement in the recognized hospitals all over the country.

Under the scheme from 2009-2010 onwards, the State Government is remitting the share of premium payable by 10,000 handicrafts artisans. This scheme will be continued to be implemented during 2010-2011.

(ii) **Setting up of Raw-material Bank at Swamimalai**

In Tamilnadu, a large number of artisans are practicing the crafts of Bronze Icon making and Brass Lamp making in Swamimalai and Nachiarkoil respectively, in Thanjavur District. The essential raw materials required for these crafts are Brass, Copper, Zinc, Lead and Tin.
At present artisans depend on middlemen and traders for their requirement of raw material. These middlemen charge exorbitant rates of interest for the raw material supplied on credit.

To ensure uninterrupted supply of quality raw materials at reasonable prices to the artisans engaged in Bronze Icon and in Brass Lamp making, this Corporation has been allowed to set up a Raw Material Bank at Swamimalai under the above scheme. For this scheme, financial assistance has been availed from the Development Commissioner (Handicrafts), Government of India. The proposed Raw Material Bank will be set up within the premises of the existing Poompuhar Production Centre at Swamimalai.

The classical age of Tamil culture belongs to the period of the Cholas and during their period Bronze Icon making was patronized and the art well flourished. The proposed Raw Material Bank will be helpful to preserve this legacy of our ancient culture.

Artisans can make use of the Raw Material Bank to procure their requirement of quality raw material at reasonable rates so that they will be freed from the clutches of middlemen and they can increase their production capacity. This will ultimately increase their earnings.

(iii) Tamilnadu Handicraft Workers Welfare Board

The Government have established a Handicrafts Workers Welfare Board with the Hon’ble Minister for Rural Industries as its Chairman. Various welfare schemes as listed below are implemented through this Welfare Board for the benefit of Handicraft Artisans:

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Scheme</th>
<th>Amount (Rupees)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Accident Insurance Scheme</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. Accident Death</td>
<td>1,00,000</td>
</tr>
<tr>
<td></td>
<td>B. Accident Disability</td>
<td>Depends upon disability</td>
</tr>
<tr>
<td>2.</td>
<td>Assistance for Natural Death</td>
<td>15,000</td>
</tr>
<tr>
<td>3.</td>
<td>Funeral Assistance</td>
<td>2,000</td>
</tr>
<tr>
<td>Sl.No.</td>
<td>Scheme</td>
<td>Amount (Rupees)</td>
</tr>
<tr>
<td>--------</td>
<td>--------</td>
<td>-----------------</td>
</tr>
<tr>
<td>4.</td>
<td>Assistance for Education</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. For 10th Std (Female children only)</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>B. 10th Std Pass</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>C. For 11th Std (Female children only)</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>D. For 12th Std (Female children only)</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>E. 12th Std Pass</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>F. Regular graduate course</td>
<td>1,500</td>
</tr>
<tr>
<td></td>
<td>If stayed in hostel</td>
<td>1,750</td>
</tr>
<tr>
<td></td>
<td>G. Regular post graduate course</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>If stayed in hostel</td>
<td>3,000</td>
</tr>
<tr>
<td></td>
<td>H. Technical graduate course</td>
<td>2,000</td>
</tr>
<tr>
<td></td>
<td>If stayed in hostel</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>I. Technical post graduate course</td>
<td>4,000</td>
</tr>
<tr>
<td></td>
<td>If stayed in hostel</td>
<td>6,000</td>
</tr>
<tr>
<td></td>
<td>J. Education in ITI or Polytechnic</td>
<td>1,000</td>
</tr>
<tr>
<td></td>
<td>If stayed in hostel</td>
<td>1,200</td>
</tr>
<tr>
<td>5.</td>
<td>Assistance for Marriage</td>
<td>2,000</td>
</tr>
<tr>
<td>6.</td>
<td>Assistance for maternity (Only women workers)</td>
<td>6,000</td>
</tr>
<tr>
<td>7.</td>
<td>Assistance for purchase of spectacles</td>
<td>Not exceeding 500</td>
</tr>
<tr>
<td>8.</td>
<td>Pension</td>
<td>400</td>
</tr>
</tbody>
</table>

Those Artisans who wants to register with the Handicrafts Artisans Welfare Board can approach the Labour Officer (Social Security Scheme) in each District or the nearest Poompuhar Showroom, Production Units or Head Office for guidance.

So far 64,356 handicraft artisans have been registered in the Board. Rs.593.04 lakh has been disbursed as financial assistance to 19,459 artisans under various welfare schemes.
Annexure-I

Head Office

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Name of the Commitment</th>
<th>Officers concerned</th>
<th>Office address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Market Support</td>
<td>Sales Manager 044-28518716</td>
<td>The Tamilnadu Handicrafts Development Corporation Ltd, 759, Anna Salai, Chennai -600 002.</td>
</tr>
<tr>
<td>2</td>
<td>Training and Employment</td>
<td>Production Manager 044-28521271</td>
<td></td>
</tr>
</tbody>
</table>
# Annexure-II

## Showrooms

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Officers concerned</th>
<th>Office address</th>
</tr>
</thead>
</table>
| 1     | Manager            | Poompuhar Sales Showroom  
108,Anna Salai,  
Chennai – 600 002  
Tel : 044-28520624 / 28550157 |
| 2     | Manager            | Poompuhar Sales Showroom  
West Bouleward Road, Singarathope  
Trichy – 620 008  
Tel : 0431-2704895 |
| 3     | Manager            | Poompuhar Sales Showroom  
Mangammal Chatram Buildings  
Opp. Railway Junction  
12,West Veli Street  
Madurai – 625 001  
Tel : 0452-2340517 |
| 4     | Manager            | Poompuhar Sales Showroom  
Railway Station Road  
Thanjavur – 613 001  
Tel : 04362-230060 |
| 5     | Manager            | Poompuhar Sales Showroom  
Shore Temple Road  
Mamallapuram – 603 104  
Tel : 044 - 2744 2224 |
| 6     | Manager            | Poompuhar Sales Showroom  
Anna Silk Complex,  
Khadi Craft Building  
Near Thiruvalluvar Statue  
Salem - 636 001  
Tel : 0427-2214767 |
| 7     | Manager            | Poompuhar Sales Showroom  
No. 874, Big Bazaar Street  
Coimbatore – 641 001  
Tel : 0422-2391055 |
| 8     | Manager            | Poompuhar Sales Showroom  
No.1154, Mettur Road  
Erode – 638 001.  
Tel.:0424- 2254885 |
| 9     | Manager            | Poompuhar Sales Showroom  
No.123, Subbaraya Chetty Street  
Cuddalore 607 002 |
| 10    | Manager            | Poompuhar Sales Showroom  
Panchayat illam  
Officers Line  
Vellore – 632 001. |
| 11    | Manager            | Poompuhar Sales Showroom  
Kalaimagal illam  
Sannathi Street  
Kanyakumari – 629 702  
Tel : 04652-246040 |
<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Officers concerned</th>
<th>Office address</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom No.139, Nellaiappar High Road <em>Tirunelveli – 627 001</em> Tel : 0462-233391</td>
</tr>
<tr>
<td>13</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom Khadi Craft Building Complex Charring Cross <em>Ooty – 643 001</em> Tel : 0423-2442435</td>
</tr>
<tr>
<td>14</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom Thiruvalanchuzhi Main Road <em>Swamimalai - 612 302</em> Tel. 0435-2454442</td>
</tr>
<tr>
<td>15</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom No.7, Anna Salai (Tourist Office Bldg) <em>Kodaikanal – 624 101</em></td>
</tr>
<tr>
<td>16</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom No.104/105 Brigade Road <em>Bengaluru – 560 001</em> Tel : 080-2558 0582</td>
</tr>
<tr>
<td>17</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom C-1, State Emporia complex Baba Kharak Singh Marg Irwin Road <em>New Delhi – 110 001</em> Tel : 011-23363913</td>
</tr>
<tr>
<td>18</td>
<td>Manager</td>
<td>Poompuhar Sales Showroom Shop No.21 &amp; 22, First Floor C.I.T. Shopping Complex 2, Gariahat Road <em>Kolkata - 700 068</em> Tel: 033-24237028</td>
</tr>
</tbody>
</table>
Annexure-III

Production Units

<table>
<thead>
<tr>
<th>No.</th>
<th>Position</th>
<th>Address Details</th>
</tr>
</thead>
</table>
| 1   | Superintendent    | Poompuhar Brass & Bell Metal Production Centre  
Nachiarkoil – 612 602  
Thanjavur District  
Tel : 0435-2466553 |
| 2   | Superintendent    | Poompuhar Art Metal Production Centre  
No.52-North street  
Swamimalai - 612 302  
Thanjavur District.  
Tel : 0435-2454442 |
| 3   | Superintendent    | Poompuhar Brass & Bell Metal Production Centre  
Vagaikulam  
Mannarkoil Post – 627 413  
Via – Ambasamudram  
Tirunelveli Dist.  
Tel: 04634-250476 |
| 4   | Superintendent    | Poompuhar Art Plate Production Centre  
Railway Station Road,  
Thanjavur – 613 001  
Tel : 04362-230107 |
| 5   | Superintendent    | Poompuhar Brass Artware Production Centre  
Industrial Estate,  
Madurai – 625 007  
Tel : 0452-2566774 |
| 6   | Superintendent    | Poompuhar Sandalwood Carving Centre  
54-55,SIDCO Indl.Estate  
Kacharapalayam Road  
Kallakurichi – 606 202  
Tel : 04151-222508 |
| 7   | Superintendent    | Poompuhar Stone Sculpture Centre  
Shore Temple Road  
Mamallapuram–603 104  
Tel:044 - 27443224 |