



**HANDLOOMS, HANDICRAFTS, TEXTILES AND
KHADI DEPARTMENT**

**The Tamilnadu Handicrafts
Development Corporation Limited**

CITIZEN CHARTER

2010

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Government of TamilNadu
2010

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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 'Poomphuhar 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 treatment 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:-

Sl.No.	Scheme	Amount (Rupees)
1.	Accident Insurance Scheme	
	A. Accident Death	1,00,000
	B. Accident Disability	Depends upon disability
2.	Assistance for Natural Death	15,000
3.	Funeral Assistance	2,000

Sl.No.	Scheme	Amount (Rupees)
4.	Assistance for Education	
	A. For 10 th Std (Female children only)	1,000
	B. 10 th Std Pass	1,000
	C. For 11 th Std (Female children only)	1,000
	D. For 12 th Std (Female children only)	1,500
	E. 12 th Std Pass	1,500
	F. Regular graduate course If stayed in hostel	1,500 1,750
	G. Regular post graduate course If stayed in hostel	2,000 3,000
	H. Technical graduate course If stayed in hostel	2,000 4,000
	I. Technical post graduate course If stayed in hostel	4,000 6,000
	J. Education in ITI or Polytechnic If stayed in hostel	1,000 1,200
5.	Assistance for Marriage	2,000
6.	Assistance for maternity (Only women workers)	6,000
7.	Assistance for purchase of spectacles	Not exceeding 500
8.	Pension	400

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

Sl.No	Name of the Commitment	Officers concerned	Office address
1	Market Support	Sales Manager 044-28518716	The Tamilnadu Handicrafts Development Corporation Ltd, 759, Anna Salai, Chennai -600 002.
2	Training and Employment	Production Manager 044-28521271	

Annexure-II

Showrooms

Sl.No	Officers concerned	Office address
1	Manager	Poompuhar Sales Showroom 108,Anna Salai, Chennai – 600 002 Tel : 044-28520624 / 28550157
2	Manager	Poompuhar Sales Showroom West Boulevard 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

Sl.No	Officers concerned	Office address
12	Manager	Poompuhar Sales Showroom No.139, Nellaiappar High Road Tirunelveli – 627 001 Tel : 0462-233391
13	Manager	Poompuhar Sales Showroom Khadi Craft Building Complex Charring Cross Ooty – 643 001 Tel : 0423-2442435
14	Manager	Poompuhar Sales Showroom Thiruvanchuzhi Main Road Swamimalai - 612 302 Tel. 0435-2454442
15	Manager	Poompuhar Sales Showroom No.7, Anna Salai (Tourist Office Bldg) Kodaikanal – 624 101
16	Manager	Poompuhar Sales Showroom No.104/105 Brigade Road Bengaluru – 560 001 Tel : 080-2558 0582
17	Manager	Poompuhar Sales Showroom C-1, State Emporia complex Baba Kharak Singh Marg Irwin Road New Delhi – 110 001 Tel : 011-23363913
18	Manager	Poompuhar Sales Showroom Shop No.21 & 22, First Floor C.I.T. Shopping Complex 2, Gariahat Road Kolkata - 700 068 Tel: 033-24237028

Annexure-III

Production Units

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