



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

**Tamil Nadu Handicrafts Development Corporation Limited**  
**“Poompuhar”**

**CITIZEN CHARTER**  
**2015**



THE TAMILNADU HANDICRAFTS DEVELOPMENT CORPORATION LTD  
759, Anna Salai, Chennai-600 002.

## **CITIZEN CHARTER 2015**

This charter reveals the Vision and Mission of Tamil Nadu Handicrafts Development Corporation Limited, popularly known by its brand name “Poompuhar”, which was established in 1973 to improve, develop and promote handicrafts and to ensure the welfare of artisans of Tamil Nadu.

### **Vision**

The Vision is to reach out to the world, so that the hard work done by our artisans in producing exquisitely hand crafted products in brass, bronze, wood, stone etc that also epitomize Tamil Nadu’s rich cultural heritage adorn homes, institutions, palaces etc in India and abroad.

### **Mission**

- To upgrade the skills of artisans by imparting appropriate training.
- To improve the productivity of artisans.
- To improve the quality of handicrafts produced.
- To minimize the drudgery involved in the production process.
- To minimize / eliminate occupational hazards.
- To encourage innovation in design.
- To provide socio-economic security for craftsmen.
- To document and record the details of the handicrafts that are produced in the state.
- To provide marketing services for the artisans of Tamil Nadu.

### **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 13 showrooms and also through exhibitions during local festivals and other important occasions within and outside the State. The addresses and telephone numbers, and e-mail id of the Poompuhar Sales Showrooms are given in the Annexure-II.

Any craftsperson of Tamil Nadu 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.

To give a further fillip to marketing, Poompuhar launched its e-Commerce Portal [www.poompuhar.org](http://www.poompuhar.org) on 16.12.14. Poompuhar's hybrid App for smart phones and tablets was also launched.

In addition to sale of handicrafts through its showrooms, exhibitions and e-Commerce, the Corporation is also in the process of setting up two Urban Haats in Tamil Nadu one at Mamallapuram (near Chennai) and another at Kanyakumari ( in completion stage now) so as to facilitate the artisans to directly sell their products to the consumers.

## **2. PROVISION OF EMPLOYMENT OPPORTUNITIES FOR ARTISANS**

The Corporation runs Production Centres in the crafts of Brass lamp, Bronze icon, Art Plate, Wood carving and Stone carving at Nachiarkoil, Vagaikulam, Madurai, Swamimalai, Thanjavur, Kallakurichi and Mamallapuram. The addresses, telephone numbers & e-mail id 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 6 month / 1 year / 3 year training for acquiring various skills in the production of craft items in periodical intervals. 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 make themselves proficient in these craft skills which will enable them to take up production of handicrafts as an occupation.

#### **4. RECOGNITION OF CRAFTSMEN**

##### **(i) Shilp Guru Award and National Award by Government of India**

Shilp Guru Awards the highest award given to a craftsman is given every year by Government of India. So far Five Master Craftsmen from Tamil Nadu have been conferred with the Shilp Guru Award.

In addition, National Awards are being given to mastercraftsmen every year by the Government of India. This award consists of a cash prize of Rs.1.00 lakh, a copper plaque and an angavastharam. This award is presented by His Excellency the President of India. So far 27 Master Craftsmen of Tamil Nadu have been conferred with the National Award.

The Tamilnadu Handicrafts Development Corporation Ltd co-ordinates with the O/o Development Commissioner (Handicrafts), Government of India, New Delhi for the State level Selection of these awards.

##### **(II) “Living Craft Treasure” – Award**

Based on the Announcement of the Hon’ble Chief Minister under Rule 110 in the floor of Assembly, an award titled as “Living Craft Treasure Award” was introduced in the year 2013-2014 to craftsperson’s of eminence who are above the age of 65 years. This award consists of a cash prize of Rs.1.00 lakh, a thamirapattiram, an eight gram gold medal and a certificate. This award is given to 10 artisans annually at a total cost of Rs.15.00 lakhs. So far 20 Master Craftsmen have conferred this award.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation’s website during the 1<sup>st</sup> week of July every year.

##### **(III) Poompuhar State Award**

Every year ten best artisans in the field who have contributed to the development of the crafts of Tamil Nadu are selected annually and given the Poompuhar State Award, which consists of a cash prize of Rs.50,000/, a four gram gold medal, tamirapathiram and a certificate.

These state awardees are also eligible to get a monthly pension of Rs. 2,000/- under the Government of India if they are economically backward.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation's website during the 1<sup>st</sup> week of August every year.

**(iv) Poompuhar District Craft Award**

The Poompuhar District Craft Award had been introduced in the year 2011-2012. This award consists of a cash prize of Rs.5,000/-, a silver medal and a certificate. A total of 85 craftsmen in 16 crafts are awarded these prizes every year. Out of which 17 women artisans selected to encourage them and to ensure self sustainability. So far 255 artisans have been conferred with this award.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation's website during the 1<sup>st</sup> week of September every year.

**(v) Gen Next Award**

In order to ensure that the traditional handicrafts of Tamil Nadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field. In order to achieve this, a craft competition was introduced from the year 2013-2014 onwards for artisans below 30 years of age. 65 artisans were chosen, duly honoured and given silver medals and certificates. These competitions will be held in the important craft pockets. 180 young artisans have been honoured upto 2014-2015.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation's website during the 1<sup>st</sup> week of October every year.

**(vi) Handicrafts Export Award**

In order to encourage the exporters of handicraft items, an award called “Handicrafts Exports Award” has been introduced from the year 2014-2015. The above award is to be given to two persons at a cost of Rs.2.50 lakhs every year.

This award consist of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation’s website during the 1<sup>st</sup> week of August every year.

**(vii) Team Production Award**

Handicraft items are usually made by a team of artisans. It is often difficult to single out an individual artisan for an award. A “Team Production Award” has been introduced to honour teams of artisans who come together to produce an item. This award will be given to 3 groups at a cost of Rs.3.75 lakhs every year.

This awards consist of a cash prize of Rs.40,000/-, 4 gm gold medal, one thamirapattiram and a certificate.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation’s website during the 1<sup>st</sup> week of August every year.

**(viii) Utility Based Handicrafts Award**

Many artefacts produced by artisans are often of decorative or religious value. In order to encourage artisans to produce utility based handicrafts an Award called “Utility Based Handicrafts Award” has been introduced. This award will be given to 3 artisans at a cost of Rs.3.75 lakhs every year.

This awards consist of a cash prize of Rs.40, 000/-, 4 gm gold medal, one thamirapattiram and a certificate.

The advertisement for the said award is usually released in leading tamil newspaper / Corporation's website during the 1<sup>st</sup> week of August every year.

Any information regarding the above eight awards can be obtained by contacting the officer mentioned in Annexure-I.

## 5. WELFARE MEASURES FOR ARTISANS

### Providing Employment to Artisans

- The Corporation provides direct employment to artisans in its production units.
- The Corporation also employs a number of artisans for its special projects.
- The Corporation provides indirect employment opportunities by marketing their products through Showrooms, Exhibitions & e-Commerce.

## 6. Right to information Act

The following officers are working as Information Officer and Appellate Officer under Right to Information Act -2005.

Address of the Office	Information Officer	Appellate Officer	Telephone No.
The Tamil Nadu Handicrafts Development Corporation Limited, 759, Anna Salai, Chennai-600 002.	Personnel Manager	Chairman and Managing Director	044-2851 871 6 044-28551359

## Annexure-I

### Head Office

Sl. No	Category of Service	Officers concerned	Office address/email
1	Marketing Support, Exhibition and e-commerce	Sales Manager Tel.No.044-28518716 / 28521798	The Tamil Nadu Handicrafts Development Corporation Ltd, 759, Anna Salai, Chennai -600 002.  e.mail :- <b><a href="mailto:thdcltd@tnpoompuhar.gov.in">thdcltd@tnpoompuhar.gov.in</a></b> <a href="mailto:tamilnaduhandicrafts@yahoo.co.in">tamilnaduhandicrafts@yahoo.co.in</a> <a href="mailto:tamilnaduhandicrafts@gmail.com">tamilnaduhandicrafts@gmail.com</a>  website : <a href="http://www.poompuhar.org">www.poompuhar.org</a>
2	Training and Employment	Production Manager 044- 28521271 28414408	
3	Awards	Manager (Development Cell) 044- 28521325 28525094	



**Annexure-II**  
**Showrooms**

<b>Sl.No</b>	<b>Officers concerned</b>	<b>Office address</b>
<b>1</b>	Manager	Poompuhar Sales Showroom 108,Anna Salai, <b>Chennai – 600 002</b> Tel : 044-28520624 / 28550157 e.mail - <b>PSSRChennai@tnpoompuhar.gov.in</b>
<b>2</b>	Manager	Poompuhar Sales Showroom West Boulevard Road, Singarathope <b>Trichy – 620 008</b> Tel : 0431-2704895 e.mail - <b>PSSRTrichy@tnpoompuhar.gov.in</b>
<b>3</b>	Manager	Poompuhar Sales Showroom Mangammal Chatram Buildings Opp. Railway Junction, 12,West Veli Street <b>Madurai – 625 001</b> Tel : 0452-2340517 e.mail - <b>PSSRMadurai@tnpoompuhar.gov.in</b>
<b>4</b>	Manager	Poompuhar Sales Showroom Railway Station Road <b>Thanjavur – 613 001</b> Tel : 04362-230060 e.mail - <b>PSSRThanjavur@tnpoompuhar.gov.in</b>
<b>5</b>	Manager	Poompuhar Sales Showroom Shore Temple Road <b>Mamallapuram – 603 104</b> Tel : 044-2744 2224 e.mail - <b>pssrmamalla@tnpoompuhar.gov.in</b>
<b>6</b>	Manager	Poompuhar Sales Showroom Anna Silk Complex, Khadi Craft Building Near Thiruvalluvar Statue <b>Salem - 636 001</b> Tel : 0427-2414994 e.mail - <b>PSSRSalem@tnpoompuhar.gov.in</b>
<b>7</b>	Manager	Poompuhar Sales Showroom No. 1239, Big Bazaar Street <b>Coimbatore – 641 001</b> Tel : 0422-2391055 e.mail - <b>PSSRCoimbatore@tnpoompuhar.gov.in</b>
<b>8</b>	Manager	Poompuhar Sales Showroom No.1154, Mettur Road <b>Erode – 638 001.</b> Tel.:0424- 2254885 e.mail - <b>PSSRErode@tnpoompuhar.gov.in</b>

<b>9</b>	Manager	Poompuhar Sales Showroom Kalaimagal Illam, Sannathi Street <b>Kanyakumari – 629 702</b> Tel : 04652-246040 e.mail - <b>PSSRKanyakumari@tnpoompuhar.gov.in</b>
<b>10</b>	Manager	Poompuhar Sales Showroom Thiruvanchuzhi Main Road <b>Swamimalai - 612 302</b> Tel. 0435-2454442 e.mail - <b>pssrswamimalai@tnpoompuhar.gov.in</b>
<b>11</b>	Manager	Poompuhar Sales Showroom No.124, TSR Big Street, <b>Kumbakonam 612 001.</b> Tel: 0435-2425199 e.mail - <b>PSSRKumbakonam@tnpoompuhar.gov.in</b>
<b>12</b>	Manager	Poompuhar Sales Showroom C-1, State Emporia complex Baba Kharak Singh Marg Irwin Road <b>New Delhi – 110 001</b> Tel : 011-23363913 e.mail - <b>PSSRNewdelhi@tnpoompuhar.gov.in</b>
<b>13</b>	Manager	Poompuhar Sales Showroom Shop No.21 & 22, First Floor C.I.T. Shopping Complex 2, Gariahat Road <b>Kolkata - 700 068</b> Tel: 033-24237028 e.mail - <b>PSSRKolkata@tnpoompuhar.gov.in</b>

## Annexure-III

### Production Units

<b>1</b>	Manager (Sales & Production Unit)	Poompuhar Brass & Bell Metal Production Centre <b>Nachiarkoil – 612 602</b> Thanjavur District Tel : 0435-2466553 e.mail - <b>pbbmpcnkoil@tnpoompuhar.gov.in</b>
<b>2</b>	Manager (Sales & Production Unit)	Poompuhar Art Metal Production Centre Thiruvanchuzhi Main Road <b>Swamimalai - 612 302</b> Thanjavur District. Tel : 0435-2454442 e.mail - <b>papcswamimalai@tnpoompuhar.gov.in</b>
<b>3</b>	Manager (Sales & Production Unit)	Poompuhar Brass & Bell Metal Production Centre Mannarkoil Street Via – Ambasamudram <b>Vagaikulam – 627 413</b> Tirunelveli Dist. Tel: 04634-250476 e.mail - <b>pbbmpcvkulam@tnpoompuhar.gov.in</b>
<b>4</b>	Manager (Sales & Production Unit)	Poompuhar Art Plate Production Centre Railway Station Road <b>Thanjavur – 613 001</b> Tel : 04362-230107 e.mail- <b>papcthanjavur@tnpoompuhar.gov.in</b>
<b>5</b>	Manager (Sales & Production Unit)	Poompuhar Brass Artware Production Centre Industrial Estate, <b>Madurai – 625 007</b> Tel : 0452-2566774 e.mail – <b>pbapcmadrai@tnpoompuhar.gov.in</b>
<b>6</b>	Manager (Sales & Production Unit)	Poompuhar Sandalwood Carving Centre 54-55,SIDCO Indl.Estate Kacharapalayam Road <b>Kallakurichi – 606 202</b> Tel : 04151-222508 e.mail - <b>psscckkurichi@tnpoompuhar.gov.in</b>
<b>7</b>	Manager (Sales & Production Unit)	Poompuhar Stone Sculpture Centre Shore Temple Road, <b>Mamallapuram – 603 104</b> Tel:044-27443224 e.mail- <b>pssrmamalla@tnpoompuhar.gov.in</b>



Hand in hand with our artisans...

THE TAMIL NADU HANDICRAFTS DEVELOPMENT CORPORATION LTD  
759, Anna Salai, Chennai-600 002.

**CITIZEN CHARTER FOR THE YEAR 2015**

SL. NO	NAME OF THE SCHEME	SCHEME COMPONENTS	ASSISTANCE PROPOSED PER BENEFICIARY (IN RS.)	WHO ARE ELIGIBLE TO UTILISE THE ASSISTANCE	WHOM TO BE CONTACTED	TIME SCHEDULE TO APPLY	PERIOD OF SCRUTINISATION OF THE APPLICATIONS IN DAYS
1	Living Craft Treasure Award	This Award was introduced in the year 2013-14 to crafts person's of eminence who are above the age of 65 years.	Cash Prize of Rs. 1.00 lakh, a Thamirapattiram, an eight gram gold medal and certificate.	Crafts persons who are above the age of 65 years	Manager (Development Cell)	Advertisement is usually released first week of July	90 days
2	Poompuhar State Award	Who have contributed to the development of the crafts of Tamil Nadu are selected and given the Poompuhar State Award	Cash Prize of Rs. 50,000/-, a four gram gold medal, Thamirapathiram and a Certificate. These State awardees are also eligible to get a monthly pension under the Govt.	The best Artisans in the field of the crafts of Tamil Nadu	Manager (Development Cell)	Advertisement is usually released first week of August	90 days
3	Poompuhar District Craft Award	The Poompuhar District Craft Award had been introduced in the year 2011-2012 to regaganise and honor the Artisans Districtwise.	Cash Prize of Rs.5,000/- a silver medal and a certificate.	The best crafts men in District Level.	Manager (Development Cell)	Advertisement is usually released first week of September	90 days

4	Gen Next Award	The traditional handicrafts of TamilNadu survive and are passed on to the next generation, it is necessary to enthuse the youngsters in the field	Silver medals and Certificates.	A craft competition was introduced to the artisans below 30 years of age in Tamilnadu craft packets.	Manager (Development Cell)	Advertisement is usually released first week of October	90 days
5	Handicrafts Export Award	This award is being given to encourage the exporter of handicraft items	Cash prize of Rs.40,000/-, 4 gram gold medal, Thamirapattiram and a certificate.	Those who are exporting handicrafts items	Manager (Development Cell)	Advertisement is usually released first week of August	90 days
6	Team Production Award	Handicraft items are made by a team of Artisans . This award will be given to 3 groups every year.	Cash prize of Rs.40,000/-, 4 grams gold medal, Thamirapattiram and a certificate	Teams of artisans who come together to produce an item.	Manager (Development Cell)	Advertisement is usually released first week of August	90 days
7	Utility Based Handicrafts Award	This award to encourage artisans to produce utility based handicrafts . This award will be given to 3 artisans.	Cash prize of Rs.40,000/-, 4 gm gold medal, Thamirapattiram and a certificate.	Artisans to produce utility based handicrafts	Manager (Development Cell)	Advertisement is usually released first week of August	90 days