

Skilling for the Future

Skill Gap Assessment & Action Plan for Tamil Nadu

District Skill Development Plan for Pudukkottai

November 2019



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Acknowledgement

We extend our thanks to district officials of Pudukkottai, youth, employers, industrial associations and training service providers who participated in focus group discussions and surveys, for their support in conducting research and drafting this report.

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List of Abbreviations

S.No	Abbreviation	Expansion
1.	ASER	Annual Status of Education Report
2.	ASI	Annual Survey of Industries
3.	BFSI	Banking, Financial Services and Insurance Sector
4.	BPL	Below Poverty Line
5.	BSNL	Bharat Sanchar Nigam Limited
6.	CIFT	Central Institute for Footwear Technology
7.	CIPET	Central Institute for Plastic Engineering and Technology
8.	COE	Centre of Excellence
9.	DDU-SKY	Deen Dhayal Upadhyaya Grameen Kaushalya Yojana
10.	DES	Directorate of Economics and Statistics
11.	DIC	District Industries Center
12.	DISE	District Information System for Education
13.	GDDP	Gross District Domestic Product
14.	GoTN	Government of Tamil Nadu
15.	GSDP	Gross State Domestic Product
16.	GVA / GSVA	Gross Value Added / Gross State Value Added
17.	HCSSC	Handicrafts and Carpet Sector Skill Council
18.	ISDS	Integrated Skill Development Scheme for Textiles
19.	ITI	Industrial Training Institute
20.	IT-ITES	Information Technology and Information Technology Enabled Services
21.	LFPR	Labour Force Participation Rate
22.	Manuf.	Manufacturing
23.	NAPS	National Apprenticeship Promotion Scheme
24.	NASSCOM	National Association of Software and Services Companies
25.	NEET	Not in Education, Employment, or Training
26.	NIC	National Industrial Classification
27.	NSDC	National Skill Development Corporation
28.	NSQF	National Skills Qualification Framework
29.	NULM	National Urban Livelihood Mission
30.	PMKVY	Pradhan Mantri Kaushal Vikas Yojana
31.	PSU	Public Sector Undertaking
32.	Pub. Admin.	Public Administration
33.	QP-NOS	Qualification Pack – National Occupational Standards
34.	SIDCO	Small Industries Development Corporations
35.	SIPCOT	State Industries Promotion Corporation of Tamil Nadu
36.	SIPPO	Small Industries Product Promotion Organization
37.	SSC	Sector Skill Council
38.	TANSIDCO	Tamil Nadu Small Industries
39.	TASMA	Tamil Nadu Spinning Mills Association
40.	TIDCO	Tamil Nadu Industrial Development Corporation
41.	TNEB	Tamil Nadu Electricity Board
42.	TN-GIM	Tamil Nadu Global Investors Meet
43.	TNSDC	Tamil Nadu Skill Development Corporation
44.	TNSRLM	Tamil Nadu State Rural Livelihood Mission
45.	Tr. & Tou.	Trade and Tourism Sectors

Executive Summary

Background: The Vision 2023 of Tamil Nadu envisages shaping its future by empowering the youth in the state, through imparting market relevant skill training; to become responsible and participating citizens who drive a new era of development, growth, and productivity. Tamil Nadu has formulated a State Youth Policy, which aims at reinforcing and accomplishing the broader objectives of 'Vision Tamil Nadu 2023'. The policy focuses on upgrading the human capital of the state by building on the intellectual and creative potential of youth in various fields, thereby transforming Tamil Nadu into the innovation hub and knowledge capital of India. It also aims at enabling Tamil Nadu to collaborate with other States in the country and the rest of the world on multiple dimensions: increasing the flow of workforce and goods/services, enhancing the levels of exchange of ideas and culture, and facilitating the movement of people to and from Tamil Nadu for opportunities. To attain this objective the State envisages training and skilling of 20 million persons by 2023¹.

Tamil Nadu currently has the highest Gross Enrolment Ratio in Higher Education (48.6)², among all the states in India. The state faces a mandate of developing and maintaining high quality human resources to deal with the evolving economy, and ensuring social justice in the form of decent employment for its educated populace. Thus, it is essential to carefully analyse the industry demand, investment patterns, youth aspirations and re-align policy/ programmatic initiatives in that direction. Thus, taking youth aspiration and industry growth potential is critical to be able to avoid labour demand-supply mismatch, and support overall development of the State.

Context for Present Study: In 2012, The National Skill Development Corporation commissioned a skill gap study for Tamil Nadu. The study covered 12 Districts, based on which an extrapolation was done for the remaining districts. The study adopted a mix of secondary and primary research and relied largely on focus group discussions with various stakeholder groups such as youth, employers, industry associations, government officials, and skill training providers. Skill a(th)pn,72-9(v (nv)8(ef)-8(f)-15(s)6(m)e)14(an)4(()61(f)-1)7(tn)-9(g(i)5(de)4at)-8(i)

- Quantitative employer survey: covering 45 employers with adequate representation from Large, Medium, Small and Micro Industries across the key sectors defining the district economy. Forty-five employers were covered for the Pudukottai district.
- Focus- Group Discussions (FGD's) and stakeholder consultations across a wide group of stakeholders including, representatives from Industrial units (with additional focus on MSME sector), district-level Industry Associations across priority sectors, officials from various government departments, representatives from various higher education institutions, and training service providers.

Estimation of labour demand and supply were undertaken based on the analysis of data sourced from the Census of India, the Department of Economics and Statistics of Government of Tamil Nadu, the Reserve Bank of India, the National Sample Survey Organisation and the Bureau of Labour and Employment under the Ministry of Labour and Employment, Government of India. Estimates were further refined based on the data pertaining to the proposed investments (pragmatically rationalised and considered), and the anticipated developments within key sectors; in addition, due consideration is given to the emerging sectors and job roles. The sectors and job roles in demand have been organized into training projects, which are informed by the demand estimations, and validated through quantitative survey findings and qualitative consultations. Budgetary requirements for the training projects have been estimated based on the cost categories as defined within the recent Common Cost Norms published by the Ministry of Skill Development and Entrepreneurship, Government of India.

Key Findings of the study: The key findings are presented below:

Demographic Analysis	 At 28 years, the median age of Pudukkottai is less than the state average. It is estimated to increase further to 33.7 years by 2026 indicating a much older population. The district needs to invest in skill development immediately to reap benefits of the demographic dividend.
Economic Analysis	 Pudukottai is one of the less industrialised districts and contributes to 1.30% of the state GDP. The economy of Pudukkottai grew at a CAGR of 1% between 2011-12 and 2016-17. Crop cultivation has been adversely affected by inconsistent weather conditions. The key industries include General purpose machinery, Structural metal products, tanks, reservoirs and steam generators, Other fabricated metal products; metalworking service activities, Railway locomotives and rolling stock, as per Annual Survey of Industries. Services sector contributes to 58% of the GDDP. The sector grew at a CAGR of 5% between 2011-12 and 2016-17.
Labour Market Analysis	 The District's overall labour force participation and workforce/worker participation ratio are higher than the corresponding state figures, and for the youth population (15-29 years), the LFPR is higher than the state figure. Half of the labour force is in primary sector (Agriculture & allied) followed by trade and repair services, and construction
Education & Skill Development	 Only 3.1% of the district population have undergone any kind of vocational training. Apprenticeship scheme allows students to work in industries, but does not ensure job placement in the same industries. After apprentices are over, training institutions and industries do not keep track of apprentices.
Findings from Prima	ary Survey
•	 Around one-tenth of college graduates were engaged in farm activities, while the rest were in skilled labour, salaried jobs and petty business. Around 69% of the Not in Education Employment or Training (NEET) category
	respondents wished to work at some point in the future.
	 Around 50% or the youth aspire for self-employment Salary (wages) / Income, social status and gender-suitability were key determinants.
	of selection of work.
Youth Profile and	• Lack of sufficient education qualification and lack of jobs within the neighbourhood of
Aspirations	their residence are identified as major challenges in pursuing desired careers.
	 Relevant work experience, soft skills, and relevant education qualification were reported to be the key factors that determine employability and employment
	 Preferred sectors for employment were as follows: female respondents cited Agro-
	business, Education and Skill Development, Electronic & IT Hardware and Banking Financial Services and Insurance. Male respondents cited Agro-business, Auto and

	 Auto Components, Electronic & IT Hardware and Transport, Logistics, Warehousing & Packaging. There is a requirement for further strengthening access to counselling services, placement services and information on vacancies
	Quantitative Survey
	 High local wages, candidates' disinterest and attitude are the major challenges faced by the employers in the recruitment and retention of workforce.
	 On an average, 17% of the workers were unskilled while the rest were largely divided into semi-skilled (30%) and skilled (41%).
	 Around 56% of the respondents were looking to adopt medium to high levels of technology.
CA	Qualitative Inputs
	 Manufacturing industries perceive that the youth have preference for service sector jobs in IT/ITES, BFSI, and Logistics.
Employer & Other Key Stake	 Key challenges in recruiting from vocational programs was the skills mismatch of the youth and their lack of experience in working environment through internships and apprenticeships.
Perspective	 Industries are willing to partner with the Govt. in Skill Development and vocational initiatives and it is important to develop apprenticeship and industry-linked short-term skill development programs.
	 Nearly thirty-three thousand incremental skilled and semi-skilled workforce demand are expected to be in demand over the next 6 years.
Incremental Demand	 Key sub-sectors driving the demand are domestic repair services, manufacturing, construction, trade and repair services, education and healthcare, and other services

Recommendations: Based on qualitative, quantitative and secondary information findings and inferences, the following recommendations are made for due consideration:

- Student Counselling and industry collaboration: Youth aspirations for jobs in the different sectors do not match with local opportunities in industrial sectors, and service sectors currently require work experience. Hence, the opportunities available in the local industries and service sectors should reach the youth to tune themselves with the openings and what qualification and skill requirements are expected out of them. The following can be undertaken:
 - o Organizing seminars/melas for students in collaboration with the industry.
 - Counselling sessions to students to enable them understand the market situation and job opportunities status with respect to their qualification/skill.
 - Local industries and service sector can train the youth by providing internships (short term) for better understanding of the job roles and responsibilities through tie-ups with appropriate institutes.
- Unified job portal for placements: Youth aspiration findings indicate that youth have a preference for placement services/ guidance with respect to applying for suitable jobs. Developing a unified job portal for job postings at all levels of skill across sectors can be developed. Such a portal would enable both employers and candidates to minimize time and effort in finding suitable vacancies and profiles.
- Promotion of skill development in Service sector: Private activity in the service sector can be nurtured to
 provide local employment to youth at a livable wage. Trade and tourism, hospitality, and healthcare can
 absorb local youth in significant numbers, and provide jobs suited to the needs of youth. Skill development
 programs can focus on such sectors, based on consultations with local players and training service providers.
- Promotion of entrepreneurship: Youth survey findings show that respondents have a preference for selfemployment. Young women (including married women) can be incentivized to set up home-based businesses like nurseries, fruit and vegetable processing, sanitary napkin making and soap and shampoo making. These would allow entrepreneurs to build on the existing networks for raw material procurement and marketing.

1. District Profile

Pudukkottai is located in the eastern part of Tamil Nadu. The district came into existence in the year 1975 after being carved out from Tiruchirappalli district. Before Independence, the district was the headquarters of the princely state of Pudukkottai, which joined Tiruchirappalli district in 1948. The district is currently known for archaeological sites, historic monuments, and Jain temples.

1.1. Demographic Profile

Table 1: Key Demographic Indicators- Pudukkottai vs Tamil Nadu³

SN	Indicator	Pudukkottai	Tamil Nadu
1	Total population	16,18,345	72,147,030
2	Female Population	8,15,157	36,009,055
3	Population Density per sq.km (2011)	348	555
4	Urbanization	19.5%	48.4%
5	SC population (as % of total population)	17.6%	20.0%
6	ST population (as % of total population)	0.08%	1.1%
7	Differently abled population (as % of total population)	0.3%	1.6%
8	Population in age group 15-34 years (as % of total population)	34%	34.8%
9	SC population aged 15-34 years (as % of SC population)	35%	36.6%
10	ST population aged 15-34 years (as % of ST population)	35%	35.0%
11	Literacy rate	77.2%	80.3%

Snapshot of Pudukkottai's Demography



Key Highlights from the analysis of Census Data:

- Population Growth and Urbanization: The Decadal growth rate of the population in the district was 10.9% between 2001 and 2011, compared to 15.6% at state level. The urban population grew by 26.3% while the rural population grew at a lower rate of 7.7% between 2001 and 2011 (decadal growth rate). An increasing urban population and migration to urban areas from rural areas may be the reasons.
- Literacy: The district had a female literacy rate of 69% while the male literacy rate of 85.6%. These are lower than the corresponding literacy rates at the state level. The literacy rates among males increased by 3 percentage points, while among females it increased by 9 percentage points, reducing the gap between them from 12.5 percentage points in 2001 to 6.6 percentage points in 2011. The reducing gap between the male and female literacy rates indicates an improved level of female participation in education attainment among females in the district.

³ Census 2011 & 2011

• Youth Demography: 34% of the population was between 15-34 years, in 2011, and the median age, 28 years. This is lower than the median age of the state and indicates a relatively younger population in the district. The population is set to get much older with median age in 2026 expected to be around 33.7 years. *Figure 1: Age-wise Population Pyramid of Pudukkottai (2011 vs 2026)*⁴



Pudukkottai is expected to have ageing population by 2026 and hence it is imperative to reap the potential of youth immediately by enhancing their skills and making it more responsive to industry demand. It also has proximity to Tiruchirappalli, an industrial and trade hub.

1.2. Economic Profile

Pudukkottai is one of least industrialized districts of the state and contributes to 1.3% of the State's GDP⁵. The district has a flourishing leather tanning industry, handlooms and horticulture production contributing to the economy as well⁶. The district has a per-capita GDDP which is lower than the State level⁷⁸. *Figure 2: Key Economic Indicators of Pudukkottai District*



Source: Directorate of Economics and Statistics, TN

⁴ Age wise Population projected for 2026 based on age group wise life expectancy, birth and death rates

⁵ DÕES, GoTN

⁶ District Industries Profile, DC-MSME, 2015-16

⁷ Household disposable income as computed under districtmetrics.com

⁸ Household Purchasing Power is calculated from the total purchasing power (disposable income after savings/ investments) of the district, divided by the projected number of households (savings/ investment data calculated from RBI database on savings). Data downloaded from districtmetrics.in, and calculated based on data from Reserve Bank of India, NSSO and Census of India, 2011. A strong correlation exists between the Per Capita GDP, the Banking Sector indicators (adjusted to population) and the consumption expenditure (disposable income) reported under NSSO at the national and state level. This relationship was further verified with data over several years. The state level purchasing power is then further broken down to the district level based on the district level banking data (savings and deposits) and the district level consumption estimates of the NSSO.

1.2.1. Sector wise Analysis

Figure 3: Sectoral Share of GVA (2011-12 & 2016-17)



The economy of the district is dominated by the service (58%) sector followed by Industrial sector (28%), and these two sectors together contributed 86% to the district output in 2016-17. The district economy has grown at a compounded annual growth rate of 1%. In 2018, the district was affected by the Gaja cyclone. The cyclone caused widespread damage to roads, electricity lines, agricultural land, and livestock, and uprooted trees⁹. The share of the agriculture sector in the district output decreased by eight percentage points from 2011-12 to 2016-17. At sub-sector level, construction, trade and tourism, real estate, other services and manufacturing are the major contributors to the district's economy.

Table 2: Sector wise- Annual Growth Rate in Pudukkottai

Sector	2012-13	2013-14	2014-15	2015-16	2016-17	CAGR
Agri & Allied	-13%	-10%	16%	-2%	-23%	-6%
Industry	-4%	-19%	22%	6%	2%	0%
Services	6%	7%	8%	2%	5%	5%

Source: Directorate of Economics and Statistics, TN



Figure 4: Share of GVA by Industry of Origin (2016-2017)

Source: Directorate of Economics and Statistics, TN

Agriculture and Allied Sector

The agriculture and allied sector contributes less than one-fifth to the district's economic output, and has registered a 6% decline in its contribution to the District economy between 2011-12 and 2016-17. Livestock (30%) is an important contributor within the agriculture and allied sector. Major crops include: Paddy, groundnut, sugarcane, maize and cashew nuts.

⁹ [https://timesofindia.indiatimes.com/city/trichy/gaja-pounds-pudukkottai/articleshow/66661367.cms]

Figure 5: GVA of Agri and Allied Sectors (2016-17)

26%	48%	7%	19%
	■Agriculture ■Livestock ■Forestry	✓ ■ Fishing	

Source: Directorate of Economics and Statistics, TN

Industrial Sector

The sector is dominated by Manufacturing and Construction sectors - they account for almost 97% of the output. The industrial sector has seen fluctuating growth from 2011-12 to 2016-17. The major industries in the district include metal processing, beverages, food products and textiles.

Figure 6: Industrial Sector GVA (2016-



Table 3: Key Clusters and Traditional Industries

Coir fibre, Rope and Pith block Aranthangi, Avathankottai, Keeramangalam	Gem cutting Annavasal, Illupur, Viralimalai, Thiruvappur	Rice Mills Alangudi, Aranthang Pudukkottai
	Thiruvappur	
	Coir fibre, Rope and Pith block Aranthangi, Avathankottai, Keeramangalam	Coir fibre, Rope and Pith block Aranthangi, Avathankottai, Keeramangalam Gem cutting Annavasal, Illupur, Viralimalai, Thiruvappur

Source: DC-MSME District Profile

Table 4: Profile of Manufacturing Sector from ASI (2014-15)

Sector	No. of Units	No. of Employee	Average Workers per Unit	Gross Value Added (share in total GVA)	Share of Total Employment
General purpose machinery	16	1,321	83	23%	9%
Structural metal products, tanks, reservoirs and steam generators	92	2,195	24	14%	14%
Other fabricated metal products; metalworking service activities	28	1,293	46	12%	8%
Railway locomotives and rolling stock	9	1,162	129	8%	8%
Casting of metals	7	1,163	166	7%	8%
Beverages	7	388	55	7%	3%
Other food products	21	1,684	80	5%	11%
Other textiles	6	616	103	5%	4%
Grain mill products, starches and starch products	45	1,273	28	5%	8%
Tobacco products	7	324	46	4%	2%
Other	12	370	31	2%	1%
Plastics products	13	592	46	2%	4%
Paper and paper products	13	604	46	2%	4%
Spinning, weaving and finishing of textiles	8	394	49	2%	3%
Total (all sectors)	361	15,291	42	100%	100%

Source: Annual Survey of Industries 2014-15

According to the ASI 2014-15, as shown in table 4, fourteen industries contributed to 98% of the total Industrial Gross Value Added (GVA). General purpose machinery, Structural metal products, tanks, reservoirs and steam generators, Other fabricated metal products; metalworking service activities, railway locomotives and rolling stock were the key industries in terms of employment generation. The four largest contributors to the GVA (General purpose machinery, Structural metal products; tanks, reservoirs and steam generators, Other fabricated metal products, tanks, reservoirs and steam generators, Other fabricated metal products; metalworking service activities and Railway locomotives and rolling stock) have 39% share in the total employment in industries.

Services Sector

The sector grew at average of 5% CAGR between 2011-12 and 2016-17 but the growth was not consistent. The share of the sector has increased by 10 percentage points between 2011-12 and 2016-17. Trade and tourism

and real estate contribute to 66% of the sectoral GVA. Major tourist attractions in the district include historical buildings in Pudukkottai town and religious sites in Avudayarkovil, Kudumiyanmalai, and Chitthannavasal. The district also has a peacock sanctuary in Viralimalai.



Traditional Sector

Nurseries – Thirumayam

The Kallu Kudiyiruppu village, in Thirumayam block is known for nurseries – saplings of various types of trees, medicinal plants, ornamental plants, shrubs and flowers. The villagers have grown nurseries since the early 2000s, and export all over the state¹⁰. The region has red loam soil, which is conducive for raising plants of different varieties. The villages work in Self-Help Groups, and avail trainings from the Tamil Nadu Mahalir Thittam. Nurseries have enabled them to work year-round and earn higher wages than what they would get under the National Rural Employment Guarantee Scheme (NREGS).

Figure 8: Nursery in Kallu Kudiyiruppu



The recent cyclone Gaja has uprooted many trees, and changed the wind patterns to drier winds. This has affected the water supply, which hinders the growth of nurseries. The villagers also find it

expensive to buy electricity to power bore wells. Otherwise, the nurseries are a lucrative livelihood, especially for women. Suggestions for revival efforts from field visits include: promotion of more efficient irrigation techniques, training and capacity-building to identify larger markets, and infrastructure development to improve water and electricity supply.

1.2.2. Investments and key economic drivers

Sector-wise Credit Offtake Growth (2013-16)						
*						
Agriculture	Industry	Prof. Services	Trade	Transport		
2.9%	14.1%	11.6%	14.9%	11.7%		

Figure 9: Sector-wise growth of Credit off Take (2013-16) - RBI

According to the the RBI data¹¹, the District has seen recent growth in credit especially industry, professional services, trade and transport, which are also major contributors to the district's GDDP.

Trade and tourism, construction and manufacturing are major sub-sectors in the district.

¹⁰ [https://www.thehindu.com/news/national/tamil-nadu/reformed-bootleggers-to-get-more-assistance/article7573470.ece]

¹¹ Credit offtake is defined as an increase in credit growth, which happens when lenders mobilize funds to commercial sector in order to earn better returns compared to government bonds and securities. Data collected from districtmetrics.in

1.3. Labor Market Profile

The District's overall labour force participation and workforce/worker participation ratio are higher than the corresponding state figures, and for the youth population (15-29 years), the LFPR is higher than the state figure. Around 42% of the workers in the district are in self-employment, which is higher than the state level. Youth unemployment is at 15%, higher than the state average.

Figure 10: Key Labour Market Indicators¹²



Source: Employment and Unemployment Survey District Estimates, 2013-14

Figure 11: Distribution of working status by Educational Qualification



The education-level classification of the sample reveals that among certificate/ diploma holders, the unemployment rate is almost 28%, significantly higher than the figures for graduates and postgraduates. This could be connected to a lack of high-skilled jobs, lack of employability, mismatch between salary expectations and market rates in industry and services, etc.

Table 5: LFPR and Unemployment Rate by Sex & Location

	LF	PR	Unemployment Rate			
Sex	Rural	Urban	Rural	Urban		
Male	79.5%	77.2%	2.2%	5.7%		
Female	49.4%	24.8%	6.1%	20.2%		
Total	64.8%	49.8%	3.7%	9.4%		

Disaggregation by area and sex, it is found that females have rural labour force participation rate more than 24 percentage points higher than their urban counterpart. The urban unemployment rate for females is 14 percentage points higher than the rural counterpart. Such a gap is not seen in the

figures for males. This could be connected to lack of access to education and training, financial support, etc.

¹² District Level Estimates, EUS, 2013-14, Labour Bureau

Figure 12: Sector-wise share of Employment

2.1	% 1.2%)	1	1.3%	
49.6%	6.4%	15.8%	16.4%	6.9%	
				0.3%	
Agriculture and allied	Mining ar	nd Quarrying			
Manufacturing	Electricity, Gas, Air Conditioning, Water and Sewage				
Construction	Trade and	d Repair			
BFSI, Real Estate, Technical and Administrative Activities	Public Ad	ministration, Social	Sector and Other Se	rvice	
■ Activities of Households and Extra-territorial Bodies			Source: EUS 2013-	14	

Around 50% of the labour force is in the agriculture and allied sector, followed by 16.4% in trade and repair services. Around 15% are engaged in construction, and 6.4% in manufacturing.

Half of the workforce in the district is engaged in agriculture and allied sector. The recent downturn in agriculture due to Cyclone Gaja and later scarcity in rainfall, non-farm livelihoods need to be promoted and skilling interventions undertaken accordingly.

1.4. Education and Skill Development Profile

1.4.1. Education Profile

Pudukkottai enjoys proximity to Tiruchirappalli, which is a larger district and receives students from surrounding districts as well (Ariyalur, Perambalur, Karur and Pudukkottai). Indicators with respect to the district's elementary education are presented below:

Particulars	Number
Schools in 2017	1,935
Pub. Schools	1,559
Pvt. Schools	376
Enrolment in 2017	2,16,984
Enrolment in Public Schools	1,40,472
Enrolment in Private Schools	76,512

The Gross Enrolment Ratio¹³ at both Primary and Upper Primary are much higher than the state averages. The ratio indicates that the number of students in the district outstrip the expected population in the age cohort by a significant margin. The dropout rates are NIL at both levels, meaning no dropouts have been recorded in the academic year 2016-17.

Arts and science colleges are dominant in the district, and female enrolment in higher education institutions is higher than their male counterpart, except in engineering and polytechnic colleges.



Table 6: Institutions of Higher Education in Pudukkottai District¹⁴

	Number of institutions		Enrolment	Pupil-Teacher	
Type of institution	Number of Institutions	Male	Female	Ratio	
Engineering Colleges	11	8,378	3,530	11,904	12
Nursing Colleges	3	43	778	821	8
B.Ed. Colleges	18	603	2,148	2,679	9
Polytechnic Colleges	22	12,028	1,015	13,043	14
General Arts and Science Colleges	14	5,510	13,660	19,170	23
Industrial Training Institutes	12	-	-	2,707	-

¹³ Total enrolment in elementary education, regardless of age, expressed as a percentage of the official age-group of the population which corresponds to the elementary education in a given school year. The GER shows the general level of participation per stage of school education.

¹⁴ District Statistical Handbook, Govt. of Tamil Nadu

Source: District Statistical Profile (2016-17), NCVT - MIS

1.4.2. Vocational Education and Skill Development Profile

The skill training infrastructure of the district includes skill training centers implementing schemes like TNSDC and Pradhan Mantri Kaushal Vikas Yojana (PMKVY). Under the PMKVY scheme, five training centres offer courses in the district. The below table presents an overview of the short-term skill development centres in the district.

Scheme	Sector	Job Role	No. of Training Centres	Capacity/ Trained
Pradhan	Apparel	Inline checker	1	50
Mantri Kaushal		Self-employed tailor	2	240
Vikas Yojana	Media and Entertainment	Hairdresser	1	60
	Leather	Cutter-Goods & Garments	1	100
		Stitcher (Goods & Garments)	1	109
	Tourism and Hospitality	Street food vendor	1	60
Tamil Nadu	Apparel	Industrial Sewing Machine Operator	2	160
Skill		Sewing Machine Operator	1	20
Development		Measurement Checker	1	20
Corporation	IT/ ITeS	Associate Desktop Publishing(DTP)	1	40
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Table 7: Vocational Training under Short Term Skill Development Programs

Source: Data collected from Tamil Nadu Skill Development Corporation, TNSRLM

The long-term skill development programs are predominantly offered through Industrial Training Institutes, which offer one and two year programs in various sectors and trades. The below table presents the courses offered through ITI, and the number of such institutes offering each trade/ training for job role.

Table 8: Vocational Training under Long Term Skill Development Programs (ITI)

Sector	Trade	Number of Centres	Intake
Automobiles and Auto Components	Driver Cum Mechanic	1	21
	Mechanic (Motor Vehicle)	5	252
Capital Goods	Draughtsman (Civil)	3	156
	Instrument Mechanic	1	52
	Welder	8	462
	Turner	1	64
Construction	Electrician	11	693
Electronics & Hardware	Wireman	2	84
	Mechanic (Refrigeration and Air-Conditioning)	1	52
	Mechanic Auto Electrical and Electronics	1	21
Infrastructure Equipment	Electronics Mechanic	2	104
	Mechanic Diesel	8	315
Iron and Steel	Machinist	1	64
IT/ ITeS	Computer Operator and Programming Assistant	3	156
Management and Entrepreneurship &	Secretarial Practice (English)	1	26
Professional	Stenographer & Secretarial Assistant (English)	1	52
Mining	Fitter	12	693
	Pump Operator-Cum-Mechanic	1	42
Plumbing	Plumber	3	208
Textile and Apparel	Fashion Design & Technology	1	21
	Sewing Technology	2	42

Source: National Council for Vocational Training – MIS

Only 3.1% population aged 15 years and above have undergone vocational training in Pudukkottai compared to the state average of 5%. The All-India level is higher than both district and state level figures¹⁵.

The district's vocational training infrastructure currently sends graduates to other districts (Tiruchirappalli in particular). Interventions can focus on addressing local business needs, and promoting entrepreneurship (around 42% of the workers are in self-employment) to promote local employment. Figure 14: Population Undergone Vocational Training



¹⁵ Employment and Unemployment Survey, 2013-14, Ministry of Labour and Employment

2. Youth Perspective

2.1. Profile of Respondent Youth

The structured household survey tool was administered with the 360 youth (young men and women in the age group of 15-34 years) selected from six blocks. The below figure presents the respondent profile. *Figure 15: Respondent Profile of Youth Aspiration Survey*



2.2. Youths' Educational and Economic Engagement Status

The figure below illustrates the gender wise classification (current status) of the respondents interviewed during the household survey. Around one quarter of female respondents were falling in wage employment (30%) category and another quarter were in NEET category (28%). Around one-third of male respondents fell in self employment (31%) and 27% fell in student category. Overall, 47% of female respondents and 54% of male respondents were engaged in economic activity.



The below graphic presents the key findings based on the status of respondents.

Figure 17: Findings based on Respondent Status

NEET (n= 87) Self Employed (n=80) Entrepreneur (n=10) 54% in 15-24 years age group 78% in 25-34 years age 90% in 30-34 years age 70% female respondents; 37% total group 41% female group respondents married 20 female respondents 70% have completed diploma/ college 70% have completed school 70% have completed posteducation education/ diploma/ college graduation 13.8% wish to continue education education Student (n=93) Wage employed (n=90) 97% in 15-24 years age group 60% aged 30-34 years; 3.3% in 15-19 56% female 74% have completed college

- 32% wish to continue education, within which 34% wish to pursue Engineering -Core, and 27% Science
- years age group 63% have completed various levels in
- school education 4.4% wish to continue education

2.3. Economic Engagement of Youth

Around half of the respondents (50.3%) were currently engaged in work, and 15.1% had previously worked and were currently not working. Around 86.5% of the respondents who have ever worked stated that their work was related to their training. Around 53% of the respondents had a monthly income between ₹5001-10,000. Around 62% of female respondents had earned a monthly income of ₹5,001-10,000 compared to 42% male respondents.

Figure 18: Distribution of Respondents across Monthly Income Category across Sex



Table 9: Education Qualification of Respondents and Employment Type

Type of Employment	Upper primary and below	Secondary	Higher secondary	Diploma	Graduate	Post Graduate and above	Total
Farm Activities	68.8%	63.6%	57.1%	14.3%	16.7%	12.5%	83
Livestock	6.3%	1.8%	0.0%	2.4%	0.0%	0.0%	3
Unskilled worker	6.3%	5.5%	2.9%	0.0%	2.1%	0.0%	7
Salaried Employment (teacher, government official, etc.)	0.0%	0.0%	0.0%	11.9%	45.8%	55.5%	32
Skilled worker (tailor, mason, electrician, plumber etc.)	6.3%	12.7%	11.4%	52.4%	20.8%	37.5%	47
Unskilled work (MGNREGA, construction labour, mining , brick kiln, household, etc.)	6.3%	5.5%	2.9%	4.8%	0.0%	0.0%	8
Petty Business/Trade/ Manufacturing	25.0%	21.8%	31.4%	19.0%	16.7%	0.0%	43
Major Business/Trade/ Manufacturing	0.0%	0.0%	2.9%	0.0%	2.1%	0.0%	2
Total	19	55	35	42	48	9	208

Around 40% of the respondents were engaged in farm activities. Around 23% were engaged in skilled activities, and 21% in petty business. Most of the college-educated respondents were engaged in skilled and salaried work. However, less than one-fifth of such respondents were engaged in farm activities.

2.4. Youth under NEET Category

One-fourth of the respondents were in NEET category. Within this category, around 35% reported being in NEET category for less than 6 months. Almost 69% the respondents stated that they wished to work, and out of these, more than 92% stated that they had been searching for a job. The below table presents the frequency of respondents by duration in NEET category.

Table 10: NEET Category Respondents

Duration in NEET Category (87)							
	Female	Male	Total				
Less than 6 months	27.1%	50.0%	34.5%				
6 months- 1 year	11.9%	7.1%	10.3%				
1-2 years	23.7%	21.4%	23.0%				
2- 3 years	6.8%	7.1%	6.9%				
3-4 years	6.8%	3.6%	5.7%				
4-5 years	8.5%	-	5.7%				
More than 5 years	15.3%	10.7%	13.8%				

2.5. Youth Career Aspirations

Youth aspirations for type of employment seems to skew towards self-employment, with both male and female respondents showing this pattern. Around a quarter aspire for entrepreneurship.



The main factors determining the aspiration of the youth are salary (wages)/ income (71%), social status (63%) and gender-suitability or women-friendly roles (49%). Around one quarter (24%) of the youth (those not in NEET or student category) feel they are largely prepared for requirements for a job, and around 38% of the respondents felt they are moderately prepared for jobs. The reason commonly cited for feeling prepared is "Adequate work experience in area of Job" (42%) and "Adequately Skilled with understanding of Job" (31%). Around 26% felt that they had "Adequate academic qualification". However, when asked about availability of jobs, 42% of respondents felt that job opportunities were somewhat inadequate. Findings related to factors, preparedness for ideal job and perception of availability of jobs are presented below.

Factor Determining Aspiration (n=360)*	Responses	Perception of Preparedness for Job (143)	Responses
Salary (wages) / Income	71.1%	Not Prepared	15.6%
Social Status	63.3%	Completely Prepared	6.7%
Gender suitable role	48.9%	Largely Prepared	24.4%
Job Security	39.2%	Moderately Prepared	37.8%
Emigration Prospects	10.8%	Somewhat prepared	15.6%
Safety / Security	8.6%	Availability of Jobs (n=360)	Responses

Table 11: Career Aspiration - Factors, Preparedness and Availability of Jobs

Flexible work arrangements	8.3%	Very adequate	3.9%
Closeness to Residence	7.5%	Somewhat adequate	20.3%
Opportunities for promotion and career development	4.4%	Neither adequate nor inadequate	22.5%
Retirement Plans	2.5%	Somewhat inadequate	41.9%
Traditionally Acquired Skills / Family	1.7%	Very inadequate	3.1%
Business		Don't Know	8.3%

*For multiple-choice questions, the responses add up to more than 100%

Among the challenges which the youth see in pursuing their aspired careers, lack of sufficient education qualification (59%), lack of jobs locally (54%) and pressure related to getting married (35%) were the most cited challenges. The responses are presented below:

Table 12: Career Aspiration – Challenges in pursuing desired career

Challenges (n=360)	Responses*	Challenges (n=360)	Responses*
Lack of sufficient education qualification	58.9%	Lack of work experience	10.8%
Lack of jobs locally	53.6%	Lack of guidance / information on appropriate job available for skill levels	7.5%
Pressure related to getting married	34.7%	Low financial strength	6.1%
Lack of technical / vocational skills	27.5%	Lack of family support / social acceptance of girls being engaged in economic activity	2.2%
Unsafe working environment	12.5%	Lack of Soft Skills	0.6%

*For multiple-choice questions, the responses add up to more than 100%

Respondents felt that basic and soft skills and years of work experience were requirements for enhancing their employability. The responses are presented below:

			•					
Table	13: Ke	ey Req	quirements	to enhance	employability	and steps t	o achieve	aspirations

Key Requirements to enhance employability (n=360)											
Requirements	Responses	Requirements	Responses								
Basics and soft skills	43.6%	Certifications of Technical Skill	4.2%								
Years of Work Experience	39.7%	Relevant work experience in similar position or field	1.9%								
Education attainment (level of education)	8.9%										
Key Skills Required for desired job (n=360)*											
Team work	72.8%	Clear communication	37.2%								
Time management	63.3%	Leadership	35.3%								
Active listening	61.9%	Attention to detail	16.7%								
Coordination Skills	59.4%	Creativity, originality and initiative	11.7%								
New Steps to achieve aspirations (n=360)*											
Apprenticeship / Gathering Work Experience	66.7%	Already Achieved	19.2%								
Vocational/ Skill Training	23.3%	Continuing Education	18.1%								

*For multiple-choice questions, the responses add up to more than 100%

Agro-business is the most popular and aspired sector among the respondents with 28% youth preferring it. Other sectors, which a significant share of youth prefer, include auto components, electronics and IT hardware, and education and skill development. The gender-wise responses reveal the following: female respondents cited Agro-business, Education and Skill Development, Electronic & IT Hardware and Banking Financial Services and Insurance. Male respondents cited Others, Agro-business, Auto and Auto Components, Electronic & IT Hardware and Transport, Logistics, Warehousing & Packaging.

Figure 20: Sector-wise Career Aspirations



Around 80% of respondents have income expectations of INR 25,000 and below from their ideal job. Across respondent groups, higher shares each of self and wage employed respondents (70% and 78% respectively) have income expectations of INR 25,000 or more. For the other two categories, the share is around 35% each. *Figure 21: Monthly Income Expectations*



Figure 22: Location Preference for Work*



Majority of the respondents preferred a job within their district. One-tenth of the total respondents were willing to migrate within the state for work. Around 2% were willing to migrate to other states.

The most common source of job-related information cited by the respondents is 'internet and online job portals' (86%) followed by 'friends and peers' (81%). Only 9% stated that they get job-related information from the District Employment Office/ National Career Services. The gender-disaggregated findings are presented below:

Figure 23: Sources for Job Information*



Around 46% of female respondents and 29% of male respondents stated that counselling services were somewhat inadequate. Only around 5% of both male and female respondents stated that they were very adequate. In terms of their expectations from counselling services, more than half of the total respondents wanted placement services. Around half of the total respondents wanted advice on how to look for jobs and 35% on information on relevant vacancies.





Figure 24: Preferences for Counselling Services*



2.6. Skill Training Preferences of Youth

Around 1.4% of the respondents stated that they were aware of government-run training programs. Around 11.4% of the respondents were interested to take up training to get jobs. Of these, 95% were interested in short-term programs, six months or less in duration. Around 88% preferred full-time training. While rating the aspects of training (Training Content, Reputation of the training service provider, Reputation of the certifying body, Quality of training, Practical Exposure and Internship/ apprenticeship quality), more than 95% of respondents stated that these aspects were very important. Around 92% preferred residential training.

Responses indicate that Agro-business, auto components, electronics and IT hardware, and education and skill development are sectors in which youth aspire to work in. Youth have also reported a preference for including placement services and advice on how to look for job vacancies in counselling programs.

3. Employers' and Other Stakeholders' Perspectives

3.1. Quantitative Employer Survey

The quantitative employer survey covered 45 employers from various sectors. A focus group discussion was also conducted with industry representatives, associations, etc. to shed light on aspects such as demand, perception of skill level of local workforce, and challenges faced by industries. Around 40% of the employers were from the manufacturing sector. Around 87% of the employers were from small enterprises and around one-tenth from micro-enterprises. Around 60% are in the iron and steel sub-sector. The profile of respondents is presented below:

Figure 26: Profile of Respondents - Employer Survey



On average, the units had 22% of female employees in their workforce. Common methods of recruitment widely found were employee referrals (95%) and advertisements in newspapers (34%). Major challenges with respect to recruitment were candidate disinterest and attitude (81%) and strenuous physical work (49%), while other minor challenges were lack of requisite core skills, lack of educational qualification and lack of prior experience.

With respect to organization of the workforce by skill level, 41% of workers on an average in the units were skilled, 17% were unskilled, 30% semi-skilled and only 12% at supervisory level. On average, 42% of workers were engaged as daily-wage workers. Around 84% of workers were from within the district. Questions on attrition yielded the following findings: annual attrition

Figure 27: Respondents by Challenges in Recruitment*



rates for males was 6.7% and 0.2% for female workers. Causes for attrition included better Lower wage (97%), better job opportunities (97%) and candidate disinterest (89%).

Figure 28: Respondents by Skill Level of Workers



With respect to growth prospects and adoption of technology, the following findings emerged: 22% of respondents felt that growth prospects were high, and 13% indicated interest in high level of technology adoption.

Growth Prospects of Industry	%	Level of Technology adoption	%
High	22.7%	High	12.8%
Medium	63.6%	Medium	43.6%
Low	13.6%	Low	43.6%

Questions on perception of future demand for workers yielded the following findings: 20% of respondents expressed medium to high demand for minimally skilled workers, 23.5% expressed medium to high demand for skilled workers, and 11.1% expressed medium to high demand for supervisors. Around 87% of respondents reported moderate to high interest in working with government-run skill development programs to source relevant workers.

3.2. Focus Group Discussion with Industry Representatives

A focus group discussion was conducted with sixteen stakeholders from various organizations in sectors such as boiler manufacturing, auto components, agro-processing, and food processing. In-depth Interviews with other stakeholders were conducted, with the discussion points summarized below:

S No	Торіс	Findings
1.	Demand for skilled labour	 Fabrication, welding and engineering require skilled labour However, youth are uninterested in staying in the sector, forcing units to retain older workers who have updated skills
2.	Migrant workers	Migrant workers are currently found in mining and construction, in unskilled job roles
3.	Women's employment	Women are currently employed in agro-business

Table 15: Focus Group Discussion - Key Points

3.3. Other Stakeholders' Perspectives

Representatives from Industry Associations and Major Employers: Consultations were conducted with industry representatives from sand processing, fabrication and oil processing. Oil mills use unskilled labourers on contract basis/ daily wage from manpower agencies and known circles. In sand processing, most workers are North Indian - locals do not work for low wages. Migrants are recruited through manpower agencies, and locals are hired for administrative work from known circles.

In fabrication, maintenance and support job roles such as panel erection, machine maintenance and overall unit maintenance are done by ITI or engineering graduates. However, such workers are not hired as permanent workers, but procured through the manpower agencies – smaller units follow this practice, and larger units can afford to hire them as permanent employees. In fabrication, workers are hires from surrounding villages, and ITI graduates are hired only if they have experience. On the job training is provided, and unskilled workers have lower attrition rate than ITI graduates.

Consultations with Self-Help Groups working in sanitary pad and pickle-making revealed that the Tamil Nadu Women Development Corporation procures products from the groups, and facilitates sales through fairs at the local and state level. In rural areas, several womens groups work in sanitary and maternity pad making to supply their products to government and private hospitals.

Government Officials: Employers at job fairs include insurance, banking and marketing companies, small and medium enterprises in fabrication and garment sectors. However, most youth in Sivagangai, Pudukottai and Ramanathapuram aspire to go abroad. There is potential for tourism along the coast. Women want to take up tailoring, or agricultural work.

Consultations at the District Industries Centre revealed that major sectors include edible oils, m-sand production, fabrication, food processing (fish processing, rice mills), and packaged drinking water. Coir industries used to be dominant, but after Cyclone Gaja, all the trees have fallen down, and units have shut down. Arecanut plates, edible oil have potential, due to the ban on plastic. Youth are interested in entrepreneurship, and go into areas

in which they have work experience, or develop family businesses. Young entrepreneurs apply for computer centres, tailoring shops, pickle-making, and beauty parlours.

College/ ITI/ Training Institute representatives and Government Officials: The representatives from government ITIs revealed that the trades in demand are Fitter, Electrician, Welder, Wireman, Machinist, and Turner. Women prefer Electrician and Wireman trades, due to possibility of apprenticeships in Tamil Nadu Electricity Board (TNEB). For placement for apprenticeships, Public Sector Undertakings (PSUs) in Tiruchirappalli and Thirumayam, Rane industries in Viralimalai, private companies in Chennai and Coimbatore recruit students. ITI and PMKVY pass-outs are not interested in entrepreneurship. Under STRIVE, the Government ITI has sent proposals to introduce courses like AC and refrigeration mechanic.

Fabrication, food processing, and service sectors have the potential to absorb skilled labour. However, attrition among skilled youth and post-training attrition need to be addressed. Tourism along the coast and in temples can be developed to ensure employment for youth (especially women).

4. Skill Gap Analysis

4.1. Skill Gap Assessment - Incremental Demand¹⁶ for Skilled & Semi Skilled Workforce

The district is witnessing a growing industrial sector. The sectors that show high demand for skilled and semiskilled labour are: domestic repair services, manufacturing, construction, trade and repair services, education and healthcare, and other services show high levels of demand for both skilled and semi-skilled workers. The detailed methodology is presented in the Appendix (7.2).

Conton	Incremental Demond for	In an an tal Daman d fan	Tata
Table 16:	ector wise Incremental Demand for Skilled and Semi-ski	killed Workers between 2019 and	12025

Sector	Skilled Workers			Increm Semi	Total Incremental Demand		
	2019-21	2022-25	Total	2019-21	2022-25	Total	2019-2025
Allied Activities	29	40	69	204	279	483	551
Manufacturing	503	710	1,213	1,006	1,421	2,427	3,640
Electricity, gas, water supply and other utility services	19	26	45	38	53	90	136
Construction	417	622	1,039	1,042	1,556	2,598	3,637
Trade & Repair Services	296	415	710	1,024	1,436	2,459	3,170
Hotels and restaurants	161	226	387	312	438	751	1,138
Transportation and storage;	16	22	38	39	52	92	130
Communication and services related to broadcasting	250	385	635	125	192	317	952
Financial and insurance activities	505	778	1,283	253	389	641	1,924
Real estate, ownership of dwelling and business services	119	179	299	299	449	747	1,046
Public Administration	81	111	192	65	89	154	346
Education; Human health & Social Work Activities	1,486	2,234	3,719	1,189	1,787	2,976	6,695
Arts, entertainment and recreation	365	535	899	292	428	720	1,619
Activities of membership organizations;	1,223	1,793					

Repair of computers and personal and household goods & Other personal service activities

^{1,793}

5. District Skilling Action Plan and Recommendations

5.1. District Skilling Action Plan–Key Training Projects

S No	Sector	Trades	Target (Persons)	Budget (₹)
1.	Fabrication	 Fitter – Fabrication Fitter – Mechanical Assembly Assistant Manual Metal Arc Welder Assistant Oxy fuel gas cutter CNC Setter cum operator – Turning Draughtsman – Mechanical 	1,000	₹2.94 Crores
2.	Textile and Apparel	 Industrial Sewing Machine Operator Power Loom Operator Packing Checker Knotting Machine Operator Automatic shuttle loom operator Compacting Machine Operator Fabric Mender 	3,000	₹5.18 Crores
3.	Healthcare	 General Duty Assistant Blood Bank Technician Cardiac Care Technician Diabetes Educator Emergency Medical Technician - Basic Medical Records & health Information Technician 	4,000	₹12.26 Crores
4.	Domestic Appliance Services	 Helper Electrician Plumber (General) Solar Domestic Water Heater Technician Field Technician – AC Field Technician – Refrigerator Field Technician - Washing Machine Field Technician - Other Home Appliances 	2,000	₹3.46 Crores
5.	Food Processing	 Dairy Processing Equipment Operator Cold Storage Technician Food Products Packaging Technician Grain Mill Operator Multi Skill Technician (Food Processing) Fish and Sea Food Processing Technician Fruit Pulp Processing Technician Packaging Technician 	3,300	₹5.55 Crores
6.	Construction	 Foreman – Electrical Works (Construction) Metal Inert Gas/Metal Active Gas/Gas Metal Arc Welder (MIG/MAG/GMAW) Mason Marble, Granite and Stone Foreman Wet Finishing and Flooring Bar Bender and Steel Fixer Assistant Electrician 	3,000	₹10.46 Crores

Table 17: Summary of Training Projects

S No	Sector	Trades		Target (Persons)	Budget (₹)
			Total Training Target and Costs	16,300	₹39.83 Crores

Note:

- 1. The intended target groups are different from the eligibility criteria prescribed as part of the Qualification Pack. Target Group refers to the preferred set of youth who stakeholders have identified are most likely to benefit from the training. This could come from the Aspirations expressed in the Quantitative Survey, feedback from Industry and Govt. Stakeholders. For instance, though a training in handicrafts might require only 5th grade as an eligibility- criteria, the target group would be rural women in a cluster. TNSDC and the TSPs can continue to use the minimum criteria as mentioned in the Qualification Pack; however, qualifications that may constrain an interest-group may appropriately considered on a case-to-case basis (as approved by TNSDC).
- 2. The QP NOS reference numbers and the training hours have been taken as per the latest QP NOS compilation (as on 17th October 2019). However, in the same compilation, some job roles do not have training hours mentioned. In such cases, we have taken the average training hours for the sector and NSQF level within the sector and applied those as notional hours. We have also used insights from field consultations to arrive at training hour estimates which we believe are reasonably accurate.
- 3. An attempt was made to map each proposed job role with a QP NOS reference number. In the cases where accurate mapping has not been possible, we have mapped the job role with the nearest QP NOS reference number. In cases where we have proposed new job roles, we have indicated that a QP NOS reference is to be designed for the same.
- 4. The Cost of Training has been calculated using the following method: Each job role has training hours, training target (persons), and a cost category. The cost category has been determined by the National Skills Qualification Framework (NSQF) with respect to the level of capital expenditure and operational expenditure for imparting the course aligned to that specific job role. Therefore, each cost category corresponds to a particular cost norm calculated per trainee per hour. The calculations have been done as per the Government order (H-22011/2/2014-SDE-III) issued by MSDE on 4th January 2019. The categories are defined as follows:
 - INR 42.40 for Category-I
 - INR 36.30 for Category -II
 - INR 30.30 for Category-III

The Cost of training in the project shelves represents the calculation of: (training target \times training hours \times per hour cost) + (training target \times number of days of training \times INR 100).

Where:

Number of days of training = training hours / 8 Transportation costs per trainee per day = INR 100

To the figures arising from the above formula, the training and assessment costs (INR 1,000 per trainee × training target for the whole project) has also been added. The total training cost for each project arrived through such a process has been added to the summary table above.

Table 18: Training Project 1

Name of the Project: Training in Fabrication Sector

Key Economic Drivers:

• Fabrication is a key sector – it provides employment in both PSUs and private organizations

• The sector has export potential across the country and globe

Existing training institutions have the capacity to meet skilling needs

Key Partners: ITI, Polytechnics, Welding Research Institute, TIDITSSIA, BHELSIA, BHEL (Thirumayam), and other private players

Job Roles:	NSQF Level	NSQF Code	Duration of Training (hours)	Cost Category	Target Group	Training Target	Cost of Training			
Fitter – Fabrication	3	CSC/Q0303	500	1	10 th Pass	200	₹0.55 Crores			
Fitter – Mechanical Assembly	3	CSC/Q0304	500	1	10 th Pass	200	₹0.55 Crores			
Manual Metal Arc Welder	3	CSC/Q0204	500	1	10 th Pass	200	₹0.55 Crores			
Assistant Oxy fuel gas cutter	3	CSC/Q0203	300	1	5 th Pass	200	₹0.55 Crores			
CNC Setter cum operator – Turning	4	CSC/Q0120	600	1	10 th Pass	100	₹0.33 Crores			
Draughtsman – Mechanical	4	CSC/Q0402	400	1	10 th Pass	100	₹0.3 Crores			
	•	•	•	Total T	raining Cost	1,000	₹2.83 Crores			
	Total Assessment and Certification cost (₹ 1,000 per candidate) ₹0.1 Crores									
					Total Cost		₹2.94 Crores			
Kev Considerations:										

Adequate facilities must be provided if women are being trained – bathrooms, changing rooms

Industry partners must be made part of the process

Training providers must be vetted based on instructor quality and infrastructure

Table 19: Training Project 2

Name of the Project: Training in Textile Sector Key Economic Drivers:

The textile sector has potential to employ young women at reasonable salaries

Key Partners: ITI, private players

Job Roles:	NSQF Level	NSQF Code	Duration of Training (hours)	Cost Category	Target Group	Training Target	Cost of Training		
Industrial Sewing Machine Operator	4	AMH/Q0301	270	1	5 th Pass	500	₹0.74 Crores		
Power Loom Operator	4	TSC/Q2208	300	1	10 th Pass	500	₹0.83 Crores		
Packing Checker	4	TSC/Q0501	300	1	10 th Pass	500	₹0.83 Crores		
Knotting Machine Operator	4	TSC/Q2205	300	1	5 th Pass	500	₹0.83 Crores		
Automatic shuttle loom operator	4	TSC/Q2201	300	1	10 th Pass	400	₹0.66 Crores		
Compacting Machine Operator	4	TSC/Q5503	300	1	10 th Pass	400	₹0.66 Crores		
Fabric Mender	3	TSC/Q2302	300	1	10 th Pass	200	₹0.33 Crores		
Total Training Cost 3,000 ₹4.87 Crores									
Т	otal Asse	ssment and Certi	fication cost (₹ 1	,000 per ca	andidate)		₹0.3 Crores		
				T	otal Cost		₹5.18 Crores		

Key Considerations:

Since the trainings will be focused on women, part-time and weekend training must be explored to allow
women from different backgrounds to join

• Financial incentives can be given to trainees from low income and rural backgrounds

• Incubation can be given as an option for women who wish to set up their own businesses

Table 20: Training Project 3

Name of the Project: Training in Healthcare Sector											
Key Economic Drivers:											
 Pudukkottai is growing and urbanizing, and hence would require an expanded healthcare system 											
 Healthcare sect 	tor has scop	e for young men	and women,	and career r	nobility as	well					
Key Partners: Hosp	oitals, Nursir	ng Colleges, Mee	nakshi Missic	on Hospital a	ind Resear	ch Centre					
Job Roles:	Job Roles: NSQF NSQF Code Duration Cost Target Training Cost of Level Teaning Teaning Teaning Teaning										
General Duty Assistant	4	HSS/ Q5101	(Pours 240	52	10 th Pass	1,000	₹eTJ(con)				

HSS

Table 21: Training Project 4

Name of the Project: Training in Domestic Appliance Services Sector

Key Economic Drivers:

 The city is growing and urbanizing, and hence would require servicepersons who can work in domestic appliance repair and maintenance (household incomes are also bound to increase with growth)
 Key Partners: ITI/ Polytechoic

Job Roles:	NSQF Level	NSQF Code	Duration of Training (hours)	Cost Category	Target Group	Training Target	Cost of Training	
Helper Electrician	3	CON/Q0601	350	1	12 th Pass	300	₹0.58 Crores	
Plumber (General)	3	PSC/Q0104	410	1	5 th Pass	300	₹0.68 Crores	
Solar Domestic Water Heater Technician	4	SGJ/Q0601	200	1	8 th Pass	300	₹0.33 Crores	
Field Technician – AC	4	ELE/Q3102	300	2	8 th Pass	300	₹0.44 Crores	
Field Technician – Refrigerator	4	ELE/Q3103	300	2	8 th Pass	300	₹0.44 Crores	
Field Technician - Washing Machine	4	ELE/Q3106	300	2	8 th Pass	300	₹0.44 Crores	
Field Technician - Other Home Appliances	4	ELE/Q3104	360	2	8 th Pass	200	₹0.35 Crores	
	aining Cost	2,000	₹3.26 Crores					
Total Assessment and Certification cost (₹ 1,000 per candidate)							₹0.2 Crores	
					Total Cost		₹3.46 Crores	
Kay Canaidaratiana								

Key Considerations:

• Adequate facilities must be provided if women are being trained – bathrooms, changing rooms

• Industry partners must be made part of the process

• Training providers must be vetted based on instructor quality and infrastructure

Table 22: Training Project 5

Name of the Project: Training in Food Processing Sector Key Economic Drivers:

Dairy and food processing is a key sub-sector, and the district has a large agricultural base
 The district also has a fishing sub-sector, which can be harnessed for seafood processing
 Key Partners: ITI/ Polytechnic colleges, engineering and degree colleges, local industry players

NSQF NSQF Job Roles: **Duration of** Cost Target Training Cost of Category Training Target Training Level Code Group (hours) 4 10th ₹0.66 **Dairy Processing** FIC/Q2002 240 1 500 Equipment Pass Crores Operator Cold Storage 4 FIC/Q7004 250 3 12th 500 ₹0.54 Technician Pass Crores Food Products 5 FIC/Q7001 240 1 12th 500 ₹0.66 Packaging Crores Pass Technician 4 FIC/Q1003 1 8th Pass 500 Grain Mill 240 ₹0.66 Crores Operator 1 8th Pass Multi Skill 4 FIC/Q9007 600 500 ₹1.65 Technician (Food Crores Processing) Fish and Sea 5th Pass 4 FIC/Q4001 240 1 500 ₹0.66 Food Processing Crores Technician Fruit Pulp 4 FIC/Q0106 240 1 8th Pass 200 ₹0.26 Processing Crores Technician FIC/Q7001 12th 100 Packaging 5 240 1 ₹0.13 Technician Crores Pass **Total Training Cost** ₹5.22 3,300 Crores Total Assessment and Certification cost (₹ 1,000 per candidate) ₹0.33 Crores Total Cost ₹5.55 Crores Key Considerations: Women and college graduates can be targeted

Organic and sustainable products can be promoted

Table 23: Training Project 6

Name of the Project: Training in Construction Sector

Key Economic Drivers:

• Due to urbanization, economics growth and trade, construction sector will also grow

Key Partners: ITI, Polytechnic colleges, engineering colleges

Job Roles:	NSQF Level	NSQF Code	Duration of Training (hours)	Cost Category	Target Group	Training Target	Cost of Training		
Foreman – Electrical Works (Construction)	5	I/CON/Q0604	900	1	10 th Pass	500	₹2.47 Crores		
Metal Inert Gas/Metal Active Gas/Gas Metal Arc Welder (MIG/MAG/GMAW)	4	I/CSC/Q0209	600	1	10 th Pass	500	₹1.65 Crores		
Mason Marble, Granite and Stone	4	CON/Q0106	600	1	8 th Pass	500	₹1.65 Crores		
Foreman Wet Finishing and Flooring	5	CON/Q0109	800	1	10 th Pass	500	₹2.2 Crores		
Bar Bender and Steel Fixer	4	CON/Q0203	400	1	10 th Pass	500	₹1.1 Crores		
Assistant Electrician	3	CON/Q0602	400	1	10 th Pass	500	₹1.1 Crores		
	3,000	₹10.16 Crores							
Τ	Total Assessment and Certification cost (₹ 1,000 per candidate)								
	Total Cost ₹10.46 Crores								
 Key Considerations: Dropout and rural yo Sustainability can be 	Xey Considerations: Dropout and rural youth can be targeted								

5.2. Key Recommendations

- Student Counselling and industry collaboration: Youth aspirations for jobs in the different sectors do not match with local opportunities in industrial sectors, and service sectors currently require work experience. Hence, the opportunities available in the local industries and service sectors should reach the youth to tune themselves with the openings and what qualification and skill requirements are expected out of them. The following can be undertaken:
 - o Organizing seminars/melas for students in collaboration with the industry.
 - Counselling sessions to students to enable them to understand the market situation and job opportunities status with respect to their qualification/skill.
 - Local industries and service sector can train the youth by providing internships (short term) for better understanding of the job roles and responsibilities through tie-ups with appropriate institutes.
- Unified job portal for placements: Youth aspiration findings indicate that youth prefer placement services/ guidance with respect to applying for suitable jobs. Developing a unified job portal for job postings at all levels of skill across sectors can be developed. Such a portal would enable both employers and candidates to minimize time and effort in finding suitable vacancies and profiles.
- Promotion of skill development in Service sector: Private activity in the service sector can be nurtured to
 provide local employment to youth at a livable wage. Trade and tourism, hospitality, and healthcare can
 absorb local youth in significant numbers, and provide jobs suited to the needs of youth. Skill development
 programs can focus on such sectors, based on consultations with local players and training service providers.
- Promotion of entrepreneurship: Youth survey findings show that respondents have a preference for selfemployment. This can be promoted through incubation facilities, and convergence of training and capacitybuilding support for self-employment sectors. Qualitative discussions also reveal that youth take up family businesses, or small shops. Young women (including married women) can be incentivized to set up homebased businesses like nurseries, fruit and vegetable processing, sanitary napkin making and soap and shampoo making. These would allow entrepreneurs to build on the existing networks for raw material procurement and marketing.

Appendix

A.1 Methodology for Block Selection in Youth Aspiration Survey

Sampling Design for Youth Survey

A total of 360 youth was surveyed in the district, which included youth in both self-employment and wageemployment, unemployed youth, youth on education system, and youth under NEET category to get a balanced representation of various socioeconomic and demographic characteristics of the population.

1. Students from educational and training institutions:

The list of General arts/science/commerce colleges, engineering colleges, polytechnic colleges and Industrial Training Institutions was obtained. A list of educational institutions was randomly sampled from the list. Of the selected institutions, a list of randomly selected students were interviewed.

2. Household Level Survey:

In the selected blocks, few villages and wards were randomly selected. After consultation with the head of the village/ward, a sample of households was selected.

3. Self – Employed Youth:

To cover Self–Employed Youth in the sample, a roster of beneficiaries from the Pradhan Mantri Employment Generation Programme (PMEGP) shall be randomly selected from the list which will be obtained from the concerned authority at the district level.

4. Employed in the informal sector:

The youth from unorganized sector were identified at the cluster-level after obtaining and examining the list of enterprises that are not registered and those workers were doing job-work type of activities.

Selection of Block

We conducted the survey in six blocks in Pudukkottai with the following stratification - two high performing, two moderate performing and two low performing industrial blocks. To ascertain and rank the blocks into the categories, a multi-faceted approach was undertaken which is outlined as follows. It is to be noted that the ranking of the blocks is on a relative basis that is, ranked with respect to the district and not on a generalized scale.

For categorizing the blocks into High, Medium and Low, we used four data points. We chose variables such as the Count of MSME Clusters, the Number of SIDCO Industrial Estates, the Number of SIPCOT Industrial Estates and finally the outstanding credit annual data from the Aggregate Deposit and Bank Credit of Scheduled Commercial Banks (SCBs) at Centre-Level.

Geographic Information System (GIS) was used to capture the Latitude and Longitude of the individual locations of the Centre (RBI Centre – Credit data), MSME Clusters, SIDCO and SIPCOT Industrial Estates. The same were mapped to the respective blocks by overlaying the locations onto the block map of Tamil Nadu. For enabling aggregation of data at block-level and mapping the location, the block-level map of Tamil Nadu was digitised using in-house GIS technologies.

a. RBI's centre level banking data

The RBI's quarterly release of centre level banking data reports the volume of credit and deposits, and the number of accounts and branches for every centre consisting more than at least three branches in for every centre across India. A centre, as per the definition of the RBI, is a self-governing revenue generating body such as a Municipal Corporation and Municipal Council. Given that banking data serves as a good indicator for the level of economic development in a block, these centres shall be mapped to their respective blocks and the aggregates of the centre level data for every bock shall be considered to determine the level of industrial performance.

b. DCMSME Reports

The Development Commissionerate of Micro Small and Medium Enterprises reports the industrial performance at the district level on a yearly basis. The DCMSME reports the prominent industrial clusters in these districts. The same was collected and mapped to the respective blocks in order to identify blocks with high industrial performance.

c. Cluster Observatory Data for Tamil Nadu

The Cluster Observatory run by the Foundation of MSME Clusters (FMC), Ministry of SSI reports the prominent industrial, MSME, Handicraft, Handloom and Service clusters for all the sates in India. The clusters reported for Tamil Nadu was used to identify the blocks with high industrial activity.

d. List of SIDCO and SIPCOT estates in Tamil Nadu

In addition to the same, the presence of an industrial estate and its years of operation serve as good indicators for the level of industrial activity of a block. Hence, the list of SIPCOT and SIDCO estates across Tamil Nadu was obtained and was mapped to their respective blocks. As for the individual scores for the variables such as the Count of MSME Clusters, 'Number of SIDCO Industrial Estates' and 'Number of SIPCOT Industrial Estates', the scores were awarded based on the aggregate number with each number carrying a score of 10, 10 and 100, respectively.

For 'credit data' variable, to accommodate regional differences, percentile calculation was employed at the district-level grouping. The final score of each block was arrived at by considering individual score weights. 25%





weights was assigned to MSME and TANSIDCO clusters, 5% weights was assigned to SIPCOT industrial estate clusters and 45% weights was assigned to annual centre-level credit data post awarding of the scores. Based on the weights, the total score of each block was calculated. The total score was capped at 100.

The blocks were then categorized as High/Medium/Low, the total score was then converted into percentile values and was categorized into three groups – 0 to 33.33th percentile values for Low, 33.33 to 66.67 percentile value for Medium and 66.67 to 100 percentile values for High. The percentile values were calculated with respect to each district as the base, to accommodate for regional differences. These were triangulated using the Govt. of Tamil Nadu published list of backward blocks in each the district.

Following this, two blocks were randomly selected from each of the category, as per the mentioned classification. Based on this, the following blocks were selected in Pudukkottai.

- Low Arimalam, Karambakudi
- Medium Arantangi, Tirumayam
- High Pudukkottai, Thiruvarankulam

A.2 Methodology for Present and Future Labour Demand – Supply and Gap Estimation

Demand Estimation:

We adopted employment elasticity approach to forecast the labour demand. Employment elasticity is the measure of percentage change in employment associated with one percentage change in economic growth. The employment elasticity approach indicates the ability of an economy to generate employment opportunities. We estimated sector specific employment elasticity using historical data and assumed it to remain constant in the near future. If the estimated sector specific elasticities at district level varied significantly with national and state level estimates, we rationalized the estimated elasticities based on national and state level trends. Automation is another factor that is considered before arriving at the final labour demand estimates in different sectors. While some jobs may become obsolete with the technological advancement, new opportunities will arise for professionals who understand technology. Therefore, demand estimates were further revised based on employer consultation. The flowchart below explains the step involved:



Supply Estimation

We estimated the average incremental supply of labour for the period 2011-16 and assume it to remain constant for the period of 2019-25. Although the population (15 & above) is increasing, the labour force participation is decreasing in the state¹⁷. The labour force participation rate may continue to follow the decreasing trend, especially for the age category 15-29 years, primarily because of increasing economic well-being, high educational aspiration and higher salary expectations. The flowchart below explains the step involved in supply estimation:



¹⁷ Report on Employment-Unemployment Survey, 2011-12, 2012-13, 2013-14, 2015-16 & 2017-18.

A.3 List of Stakeholders

Table 24: List of Stakeholders

S No	Stakeholder	Category
1.	Employment Officer	Govt. Official
2.	Assistant Engineer, District Industries Centre	Govt. Official
3.	District Tourism Officer	Govt. Official
4.	General Manager, District Industries Centre	Govt. Official
5.	Assistant Project Officer, State Rural Livelihoods Mission	Govt. Official
6.	Manager, SIPCOT Industrial Estate	Govt. Official
7.	Assistant Director/ Principal, District Skilling Office/ Govt ITI, Pudukkottai	Training Service Provider
8.	Correspondent, Empower ITI	Training Service Provider
9.	Sevvandhi Self Help Group, Kallukudiyiruppu	Industry
10.	Dhanalakshmi Oil Mill	Industry
11.	Venthaamarai Self-Help Group	Industry
12.	SR Blue Metal	Industry
13.	Sri Balamurugan Engineering Works	Industry
14.	Napkin Unit, Pudhumai Penn SHG	Industry
15.	Ajantha Fabrication Unit1	Industry
16.	Ajantha Fabrication Works Unit2	Industry
17.	Akilandaeswari Engineering Works	Industry
18.	Bidas Industrial Service Association	Industry
19.	Biocon Crop Science	Industry
20.	David Rubber	Industry
21.	Djp Industry	Industry
22.	Green Polymer	Industry
23.	Heavey Engineering Company	Industry
24.	Hindustan Machine	Industry
25.	Hi-Power Associates	Industry
26.	Jeny Polymer	Industry
27.	Krishna Lakshmi Engineering	Industry
28.	Krishna Lakshmi Enterprises	Industry
29.	Mls Enterprises Private Limited	Industry
30.	Moorthy Engineering	Industry
31.	Murugan Engineering Industries	Industry
32.	Nagalakshmi Endineering Industries Private Unit1Limited	Industry
33.	Nagalakshmi Engineering Industries Private Limited Unit2	Industry
34.	Precision Engineering	Industry

35.	Royal Furniture	Industry
36.	S.Noor And Sons	Industry
37.	Shri Shanmuga Polymers Unit2	Industry
38.	Sri Balamurugan Engineering Works Private Limited	Industry
39.	Sri Shanmuga Polymers Private Limited	Industry
40.	Sun Metal	Industry
41.	Super Quality Services	Industry
42.	Super Quality Services Unit-1	Industry
43.	Super Quality Services Unit3	Industry
44.	Valarmathi Metal Works	Industry
45.	Vega Associats	Industry
46.	VIs Industries	Industry
47.	Alagu Food Products	Industry
48.	Bas Engineering Industries	Industry
49.	Vinayaga Plastics	Industry
50.	Five Star Industries	Industry
51.	Sethu Ramaswamy Rubber Products	Industry
52.	Mvs Fabricators	Industry
53.	Prasath Rolling Mills	Industry
54.	Ar Industry	Industry
55.	Acoustics India pvt Itd	Industry
56.	Al-Tech Engineering works	Industry
57.	Five Star industries	Industry
58.	Kanmani engineers	Industry
59.	M.C Engineering Works Unit1	Industry