

***"Success Story on
Garments Units"
Promotion in Perambalur
District***

***Padalur Common
Facilitation Center***

***District Rural Development
Agency & Pudhu Vaazhvu
Project,
Collectorate, Perambalur***

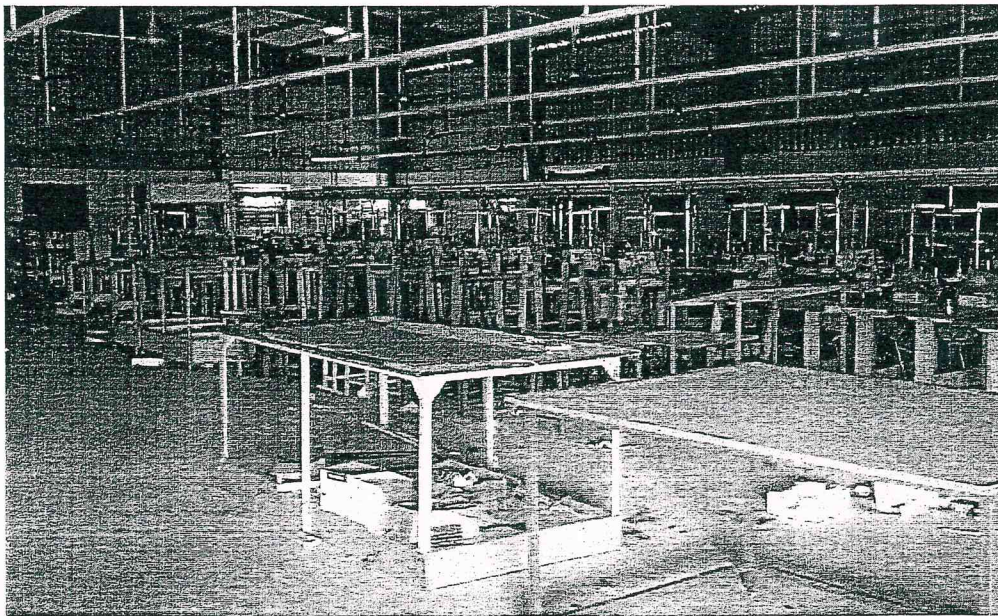
Pudhu Vaazhvu Project

Success Story on

“Sustainable Employment Opportunity in Garment Cluster Development” – A Holistic approach towards Women Empowerment

The Paradigm shift in unemployment and make availability of employment opportunity has been taken place since 2011. The Pudhu Vaazhvu Project was initiated in Perambalur District for empowering poor people at all level as this District is one of the most backward area in Tamilnadu consisting of huge rural population with unemployment nature as the drought climatic condition is exposed more dependency on agriculture rather than other Sectors.

Moreover, Women folklore in this District is highly evident for seasonal migration for employment opportunity towards industrial hubs like Chennai, Karur and Tiruppur. The Textile and Garment Factories and high for employment. It is pertinent to state that due to high frequency of women migration especially among young ladies yet another problem to their families.



The Tamilnadu Pudhu Vaazhvu Project is an Exclusive Project concentrating for ultra poor's upliftment activities especially in economic aspect. The Project Synthesized rural poor women as collective entity through Self Help Group – SHG Federating with VPRC and PLF. They are given opportunity to learn skill based techniques and experience through Skill Development Training. Mostly the unskilled young women who were worked at Tiruppur garment clusters are motivated to come forward to learn Tailoring and women in the Village also given Skill Training and the Training Institute like ADTC are involved into train the young women with proper monitoring and assessment. The approach is encouraged and it created a viable labour capital for initiating garment factories in Perambalur District.

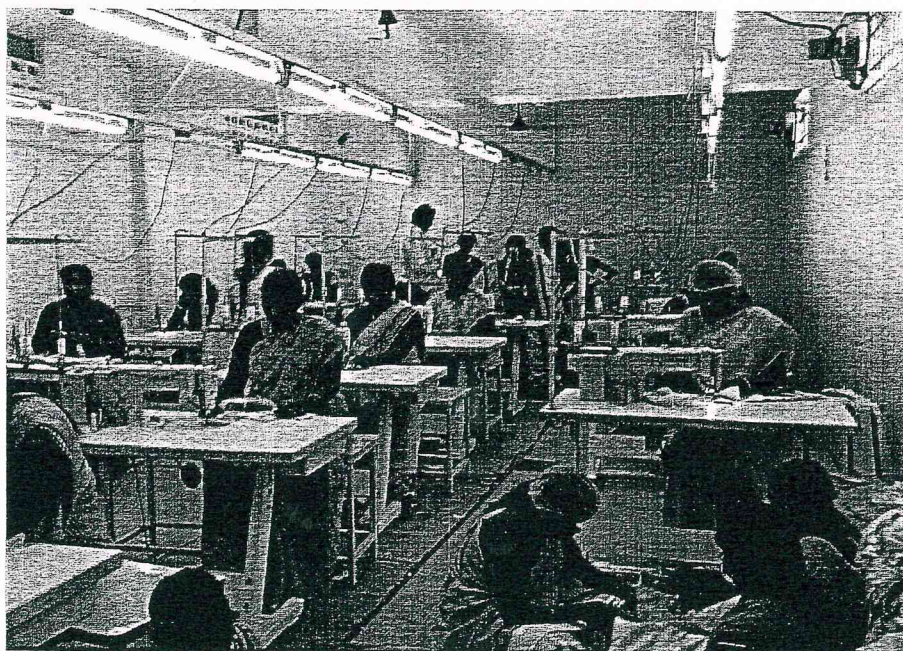
A Special effort has been taken to mobilize women members and garment factory in Perambalur District. The Finefit company has been called to start the unit in Perambalur factories Finefit company invited to start their units here through conducting Job melas. These companies were also surprised about our huge efforts and the enthusiasm of rural women to take part in garment production.



Followed by these efforts a Proposal has also submitted to all companies. It was surprise that the Finefit Garment Manufactures has come forward to start their unit here. Thanks to Finefit Garment Company. It was chosen by subsequent technical discussion that the Padalur is a viable area to start a unit with 150 Machine capacities.

The technical Proposal was prepared and also submitted under State Growth Balanced Fund – SGBF. Based on the SWAT analysis of the consultative committee consist of line departments and the representatives of Garment factories Olaipadi, Nannai and Keelapuliyur were selected as viable area to start units. The result of Padalur Finefit Garment Unit. It was decided by the present District Collector **Mr.Nanthakumar IAS** that to start additional Garment factory units at Padalur Unit.

The Proposal was impressed by Garment Companies like Sri Appares and Clasic Polo and showed their interest to start units in rural areas, besides planning was also initiated to impart Tailoring Training to young women.



As part of district administration assurance has given to Garment factory companies to provide adequate infrastructure facilities for establishing Garment manufacturing unit and the success of the first unit has paved the way for establishing addition building to Finefit company for the cost of 1.20 crore through PVP Job melas has been organized and which was conducted on 22.09.2016 and 23.09.2016 respectively there was 350 poor women were selected from women headed family type and employed at this unit. Now they are undergoing employment regularly, all women earning from Rs.5000/- to Rs.6500/- as their monthly income at their locality. This unit covers 5 nearing village panchayats.

Garment manufacturing activity is a women labour center and they get regular income and it also become a role model Employment creation for Perambalur District as a positive movement. Women segment especially Women Headed poor families are in the safer zone with this Garment factory employment opportunity. It starts to arrest seasonal migration women worker and build as alternative employment to the local people. The average income generation and saving habits has also increased among the women folklore. The creation of livelihood option to the poor Women in the rural areas has been successful model.

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