

## **DYEING CLUSTER – NAGARI**

**Dyeing cluster Nagari is nearest to the richest God in the world, Lord Venkateshwara at Tirupati. This cluster is known mainly for producing yarn dyed powerloom fabric. The dyed yarn requirement of the cluster is met by about 60 yarn dyeing units operating in the area. Most of these dyeing units are hand dyeing with 4-5 cabinet and 2 cheese dyeing units. Hand dyers use crude technology while yarn dyed with power operated cabinet and cheese dyeing machines is for better quality goods. Products manufactured in this area are for domestic consumption as well used in the garment manufacture for export. Goods produced are sent to Bangalore, Hyderabad, Mumbai and Chennai etc. for marketing. Yarn dyed fabric produced at Nagari is used for chudidar dress material and shirtings. Some information about this cluster is produced below:**

### **1. Location:**

Nagari in Chittoor district of Andhra Pradesh is very close to Lord Venkateshwara, the richest God in the world. It is a prominent Mandal (Taluka) in Chittoor district and is about 52 Kms from Tirupati and 100 Kms from Chennai, on Chennai-Tirupati National Highway and rail route. Nagari has been upgraded to a Municipality by village Mandal Panchayat in the year 2005.

### **2. Industrial Profile:**

Nagari is one of the major powerloom cluster in Chittoor (Andhra Pradesh). There are around 14,000 powerlooms in this cluster. Dyeing units of Nagari meet the dyed yarn requirement of this powerloom cluster, to manufacture chudidar dress material and shirtings which are the main products of this cluster.

There are about 59 yarn dyeing units in and around Nagari. Most of them are hand operated with few having installed power operated cabinet type hank yarn dyeing machines. There are a few units having installed cheese dyeing machines. M/s.Whitehouse Processors located at Keelapattu village near Nagari, processes

100% cotton knitted fabric for hosiery. Products of this unit are exported to various countries. The production of this unit is around 1,000 tons. Nagari produces dyed yarn to the tune of 3,800 tons. About 500 persons are directly engaged in this activity at Nagari.

### 3. Product Profile:

Nagari cluster has mostly installed plain drop box looms. Shuttleless looms are few. Main product is chudidar dress material and shirting. Shuttleless looms are engaged to produce shirtings. Product mix is as under:

#### a) Chudidar dress material:

Warp count x Weft count	Ends per inch & Picks per inch	Width
40s x 40s	68 x 68	48"
60s x 80D	76 x 84	48"

#### b) Shirtings:

Warp count x Weft count	Ends per inch & Picks per inch	Width
2/60s x 30s	84 x 64, 112 x 80	52"
2/80s x 40s	84 x 84, 120 x 80	62"

The processing units at Nagari cater to the need of Powerloom units to supply dyed cotton hank yarn of medium and finer counts. Only two power processing units are manufacturing dyed cotton yarn in cheese form and 4 units are having cabinet hank dyeing machines.

M/s. Whitehouse located at Keelapattu Village near Nagari is processing 100% Cotton Knitted Fabric for hosiery. The knitted fabrics processed are Single Jersey, Double Jersey etc. ranging from 160 GSM to 240 GSM.

Major share of powerloom fabrics produced out of dyed yarn is meant for the domestic consumption in the country while a part is also exported to various countries. Approximate value of dyed yarn produced in the cluster is Rs.70 Crores. Cluster uses azoic dyes (naphthol and base) and the reactive dyes for dyeing cotton yarn for chudidhar dress material and shirtings. All the dyeing units at Nagari are working on job work. Job work charges are Rs.120-150/- per bundle of yarn of 4.5 Kgs. for chudidhar dress material and Rs.250-300/- per bundle for shirtings. 80% of the dyed yarn is consumed for chudidhar dress material for local / domestic sale and rest (20%) is used for production of shirtings meant for exports. Chudidhar dress material from Nagari is supplied to retailers at Chennai, Bangalore and Hyderabad and Shirting material goes to garment units at Chennai, Bangalore and Hyderabad for export purpose.

#### **4. Environmental Responsiveness:**

Dyeing units are mostly hand operated and hence an effluent treatment plant by individual units is not economically feasible. Under the pressure from State Pollution Control Board, a few units have installed mechanical evaporators which are neither suitable nor economically viable and hence are existing in the units just for name sake. Effluents are directly discharged through the drainage and are getting accumulated in the nearby perennial river.

There is a proposal to set up a common effluent treatment plant in Nagari to be implemented by Nagari Municipality. An amount of Rs.13.13 Crore has already been sanctioned by the Govt. of India for the purpose. Modalities are being worked out between the Municipality and the dyeing units to share the operating and maintenance cost.

M/s.Whitehouse Processors have got their own effluent treatment plant of 500 Kilo litres capacity per day. This comprises of 450 Kilo litres capacity for wash effluents and 50 kilo liters capacity for dyeing effluents through multiple effect

mechanical evaporators. Wash effluents are given primary treatment using ferrous sulphate, polyelectrolyte and lime and treated water is used for irrigation. This unit is also in the process of installing a reverse osmosis plant of 700 kilo litres capacity for wash effluents. Once this is operational, the unit would be recycling the treated water in their processing operations.

## 5. Support Systems:

- There are 3 Associations to look after the interest of cluster.
  - (i) Powerloom Weavers Welfare Association.  
Thopammal Koil Street, Ekambarakuppam, Nagari – 517 591.
  - (ii) Powerloom Weavers Welfare Association.  
3/161, Middle Street, Satrawada, Nagari – 517 592.
  - (iii) Powerloom Weavers Association.  
25-38, Seelakara Street, Gate Puttur, Puttur – 517 581.
- Powerloom Service Centre under Textile Commissioner, Mumbai, at 183/1, Pallipat Main Road, Nagari – 517 590, Chittoor District, Andhra Pradesh, Phone No. 08577-2351351 provides training, testing, troubleshooting and technical guidance to the industry.
- Office of the Assistant Director Handlooms and Textiles, 19, R.C.Road, Tirupati, Andhra Pradesh, Phone No.0877-2222883.

District Industries Centre, Chittoor, Phone No.08572-228224.

National Small Industries Corporation, A.P.I.I.C, Industrial Estate, Chittoor – 517 001, Phone No. 08572-235958 and

Textiles Committee, Ekambarakuppam, Nagari – 517 591, Phone No.08577-234619.

Work for around development of the cluster by providing assistance, awareness on various State and Central government Schemes for development and growth of the industry.

## 6. Basic Problems:

- Cluster during 1990s was bursting with dyeing activities. There were around 200 dyeing units in this area. Lack of modernisation, marketing and financial support has resulted in closure of units one by one and now there are hardly 59 units. Traditional hand dyeings has given way to high production cabinet hank dyeing and cheese dyeing. Awareness creation for modernisation, quality and productivity is needed for growth and sustainability of the cluster.
- Crude methods of dyeing and processors are adopted in hand dyeing units. Dyers may be encouraged to replace their hand dyeing process to cabinet and cheese dyeing machines for better quality an productivity. TUFS of Govt. of India, Ministry of Textiles, may be utilised for the purpose.
- Setting up of CETP is required to be expedited to check the pollution and expenses on uneconomic and non-feasible, equipments such as reverse osmosis and multiple effect evaporators by individual units as per the direction of the State Pollution Control Board.
- Industry should engage technically qualified persons to take care of quality and productivity. If an individual unit cannot afford it, a few units may join together and hire experienced technical person to properly guide them on process parameters, quality production and cost saving methods.
- A well thought of marketing set up may be introduced to increase the demand of Nagari products for growth and expansion of cluster.

**Source:** Material used in this coverage is based on the cluster profile prepared by Powerloom Service Centre, Hyderabad and Regional Office of the Textile Commissioner, Bangalore. The profile is given an appropriate shape by Shri.Ram Asrey Lal, Deputy Director (Chemical Processing), Office of the Textile Commissioner, Mumbai, under the instruction and guidance of Shri.J.N.Singh, I.A.S., Textile Commissioner, Mumbai.