

## **Tamil Nadu Salt Corporation Limited**

### **POLICY NOTE 2015-2016**

Tamil Nadu is the second largest salt producing state next only to Gujarat. In India around 230 lakh tonnes of salt is produced per annum. Tamil Nadu has contributed around 11% i.e. 26 lakhs tonnes on the total salt production of India. Tamil Nadu Salt Corporation is the only State Government owned company manufacturing salt and salt based products in India.

The Corporation was established in 1974 by allotting 5520 acres of land, on long lease basis, at Valinokkam village, in Kadaladi Taluk, Ramanathapuram District for salt production with a view to develop the backward area by providing employment opportunities to the local people and to avoid migration of the local people to other districts for searching of job. The corporation is providing employment opportunity to about 1350 workers belonging to the surrounding 15 villages of Valinokkam.

#### **Mission**

To give impetus to develop the backward region of Ramanathapuram District, for creating and providing employment opportunities for the weaker segments of the society, for upliftment of the socio economic condition of the region, to exploit the potential resources of the sea for the production of salt, salt based by products and Marine chemicals, to control and eliminate the commonly prevailing micronutrient deficiencies like Iron and Iodine disorders among the school going children, women and other general population by the supplementation of Iron and Iodine through Iodised and Double Fortified salt.

## **Activities**

### **Launching of "Amma" Salt in the open market**

Hon'ble Chief Minister launched the sale of AMMA Brand nutritious Double Fortified Salt (Iron and Iodine), Low sodium salt and refined free flow Iodised salt for the open market on 11<sup>th</sup> June 2014. This is launched in the interest of the common people at affordable prices i.e. Double Fortified Salt at Rs.14 per kg, Low sodium salt at Rs.21 per kg and Refined Free Flow Iodised salt at Rs.10 per kg., whereas in the open market the private brand Double Fortified salt is sold at Rs.21 per kg, Low sodium salt at Rs. 25 per kg and Refined Free Flow Iodised salt sold in the range from Rs14 to Rs. 21 per kg.

The TNSC appointed District wise Wholesale Distributors throughout Tamil Nadu for distribution of Amma salt and there is an overwhelming response from the public for the above sale of three varieties of salt. As on date around **6682 tonnes (11.08.2015)** of Amma Salt were sold in the open market.

Subsequent to the overwhelming response and request from the public TNSC also introduced Crystal Iodised salt under the Brand name Amma salt from November 2014 at affordable price of Rs. 8 per kg.

For the benefit of the public the above three varieties of AMMA SALT being distributed in all the Fair price Shops from February 2015.

TNSC is planning to launch the sale of AMMA salt all over India. The sale of Amma Salt will be launched in Delhi, Gujarat, Rajasthan, Maharashtra, Punjab, Karnataka, Kerala, Andhra Pradesh, Haryana, and Uttarpradesh shortly. Also TNSC planning to distribute AMMA salt in bulk packings 5kg and

25 kg packings to benefit the bulk users like hospitals, hotels, and hostels etc.

### **Production of Industrial Grade Salt**

TNSC is manufacturing around 1.75 lakh tonnes of good quality Industrial grade salt per annum. The quality of the salt produced by the Corporation is well accepted by the Chlor Alkali Industries in the neighboring states. Further, there is tremendous market potential for our Industrial Grade salt.

### **Additional area development**

TNSC took development of additional 2320 acre land in Mariyur Valinokkam salt complex and production commenced from the year 2014-15. With this development TNSC will be utilizing 5500 acres for the production of the salt and the production level will go up to 3.00 lakh tonnes in the coming years.

### **Installation of Salt Washery**

As per the assembly announcements TNSC is installing a salt washery with capacity of to wash 100 tonnes of salt per hour. With the installation of the this washery, TNSC will improve the quality of the salt remarkably and explore the possibilities of Export of salt the foreign countries.

### **Installation of Salt Refinery**

Tamil Nadu Salt Corporation, in view to produce value added products like refined free flow salt and Refined Free Flow iodised salt will be installing a Salt refinery at an estimated cost of Rs. 563 lakhs. In this refinery 40000 tonnes of Refined Free Flow iodised salt will be produced per annum. For setting up this industry Government issued orders on 07.05.2014. After completing the tender process, work of installation of Salt refinery awarded to

M/s.Shriraam Engineering, Turicorin. This factory will be established by the end of 2015-16.

## **Fortified Salts**

TNSC had initially produced only Industrial Grade Salt. Later the Corporation had expanded its activity over a period of time to produce Iodised salt, Double Fortified (iron and iodine) Salt (Crystal Form) and Double Fortified (iron and iodine) Salt (Free Flow Form). TNSC is pioneer in the production of Iron Fortified salt by installing required plant and machinery in 1987 for the production of Iron Fortified salt. At present TNSC supplying Fortified salt to the States of Tamil Nadu , Kerala and Karnataka under PDS / MDM schemes for the benefit of the common public and school going children.

## **Iron Fortified Salt**

Tamil Nadu Salt Corporation have been coordinating with Health Department, Government of Tamil Nadu for the past 22 years in implementing the Health Programme like eliminating Iron deficiency disorders among the school going children.

Since 1991, TNSC has been producing Double Fortified Salt as per the formula developed by National Institute of Nutrition, Hyderabad and supplying Double Fortified salt to Noon meal Programme of Government of Tamil Nadu. Initially as per the Government decision, Double Fortified Salt was supplied by TNSC to the anemia prone districts of Dharmapuri, Krishnagiri, Trichy, Perambalur, Ariyalur, Salem and the Nilgiris. Subsequently the scheme was successfully expanded to the rest of the districts of Tamil Nadu also.

## **Iodised Salt**

TNSC obtained Government orders for the distribution of Iodised Salt as an essential commodity through Public Distribution System for the benefit of the common public. Accordingly, since 1998, TNSC has been supplying Iodised Salt to every nook and corner of the state including hilly stations. By distributing Iodised Salt through PDS at an affordable price, it has been made a tremendous change in the percentage of consumption of Iodised Salt among the population of below the poverty line people.

The following diseases are caused due to deficiency of Iodine. These diseases can be controlled by using Iodised Salt.

- a. Goiter
- b. Mental retardation
- c. Learning Disability
- d. Impair mental function
- e. Retarded physical development
- f. Abortion
- g. Stillbirth
- h. Deaf and mutism
- i. Hypothyroidism

At the time of introduction of Iodised salt during the 1997-98, TNSC was able to distribute around 3000 tonnes of Iodised salt through Public Distribution System.

Consequent on the awareness programme undertaken by TNSC on the consumption of Iodised Salt with the support and assistance of UNICEF, Salt Department, Government of India, District Administration and the Health Department of Government of Tamil Nadu, the sale level of Iodised salt

through Public Distribution System was improved step by step and it has been now increased multifold to an extent of 30000 MT per annum.

This year Tamil Nadu Salt Corporation will explore the possibilities to sell the Iodised Salt to all the card holders by creating awareness programme.

The Crystal and Refined Free Flow Iodised salt are being sold at most affordable price of Rs. 3.50 and Rs.6 per kg respectively. The Iodised salt is being sold at Rs.5 to Rs.9 per kg in PDS outlets of our neighboring states. The Iodised Salt sold upto Rs.15 per kg in the open market.

### **Double Fortified Salt**

TNSC is pioneer in the production of Double Fortified salt (Iron and Iodine). TNSC is producing Double Fortified Salt in the following two methods viz.,

1. In the production of Double Fortified Salt as per the Formula developed by National Institute of Nutrition, Hyderabad, Food Grade Ferrous Sulphate is used a nutritive agent
2. In the production of Double Fortified Salt as per the Formula developed by Micronutrient Initiative, Canada, Encapsulated Ferrous Fumerate is used as nutritive agent.

The Double Fortified Salt is being supplied to the Mid Day Meal scheme of Tamil Nadu and Karnataka. An average, each 2500 MT of Double Fortified Salt is being supplied to Tamil Nadu and Karnataka for the above said scheme.

## **Low Sodium Salt**

As per the assembly announcements TNSC starting producing Low Sodium salt for the benefit of the heart patients and launched in the open market salt from 11.06.2014. TNSC marketing this health salt at affordable price in the open market.

Tamil Nadu Salt Corporation has been taken active participation in the "Universal Salt Iodisation programme "

The details of supply of Fortified Salt from 1991 to 2014 are given below.

| SI No. | Name of the Fortified salt                  | Quantity supplied in tonnes |
|--------|---|-----------------------------|
| 1      | Iodised salt                                | 4,84,023                    |
| 2      | Iron Fortified salt                         | 20,604                      |
| 3      | Double Fortified salt                       | 25,873                      |
| 4      | Di-Ethyl Corbomizine citrate Fortified salt | 11,303                      |
| 5      | Low Sodium salt                             | 99                          |
|        | Total                                       | 5,41,902                    |

In view of this, several million people were benefitted by consuming fortified salts.

## **Awareness campaign for the Iodised salt**

To create more awareness on the usage of Iodised salt and its benefits, TNSC taking various measures by providing advertisement materials like pamphlets, posters, danglers etc. TNSC developed Radio jingle and this being broad casted in the FM rainbow and Hello FM channels. TNSC

also planning to produce advertisement film and TV jingle to popularize Amma salt.

### **Production of Bromine**

TNSC has entered into a Memorandum of understanding (MOU) with M/s South India Bromine and Allied Chemicals (SIBAC), Tuticorin for the production of bromine by supplying the waste water (Bittern) let out after salt production. Bromine is a by product of salt. Previously TNSC used to let out the waste water (bittern) to sea itself. Now, as per the arrangement, TNSC is earning income of Rs.8,00,000 to Rs.10,00,000 per annum.

### **Major Achievements**

1. As a first time in India, TNSC has been producing and supplying Iron Fortified Salt from 1991.
2. Double Fortified salt was introduced in the year 2001
3. TNSC has been distributing crystal iodised salt at the selling price of Rs.3.50 per kg, which is cheapest price in India through Public Distribution System.
4. TNSC achieved its highest production of 178675 tonnes of Industrial grade salt during the year 2012.
5. Annual Salt production has been increased from 1.75 lakhs tones to 3 lakh tone by commencing the production of Industrial Grade Salt in the additional developed area of 2200 acres of land.
6. Launched **AMMA** salt in four varieties ie., Refined Free Flow Iodised salt, Double Fortified salt , Low Sodium salt and Crystal Iodised salt in the open market at affordable price.

### **ISO Certified Company**

TNSC obtained ISO 9001:2008 certificate for Quality Management system for the production and supply of Industrial grade salt and Fortified

salts. The corporation has been supplying Iodised salt through Public Distribution System network confirming to the ISI standards IS 7224:2006. The Corporation has obtained a certificate from Food Safety Standard Association of India (FSSAI) in 2012 for the quality production of Iodised salt.

### **Marketing Activities**

TNSC has developed its marketing activities over a period time. TNSC is distributing its products not only in Tamil Nadu but re gain the orders from the Kerala, Andhra and Karnataka states for supply of Fortified Salt. TNSC will be marketing AMMA Salt in the Northern states.

### **R &D Activities**

TNSC is giving at most importance to upgrade the quality of its products by the R&D activities. All its products are dispatched only after passing the strict quality control test, for which a well equipped laboratory has been established at MVSC, Valinokkam.

### **New Laboratory**

Now, with the help of GAIN (Global Alliance for Improved Nutrition) TNSC installed two modern laboratories, one at valinokkam and other one at Corporate office, Chennai at a cost of Rs.25,00,000 in order to improve the quality. At the laboratory set up at Corporation Office, the finished products of TNSC and the raw material to be required for the production of Fortified Salt are being tested.

### **Augmentation of production of crystal Iodised Salt**

For augmentation of production of crystal iodized salt, international Welfare organization M/s Global Alliance for Improved Nutrition(GAIN) has provided plant and machineries worth Rs. 90 lakhs. With these additional machineries TNSC producing around 6000 tonnes of Iodised salt per month.

## **Labour Welfare Activities**

TNSC has extended various welfare measures like providing RO water, Tea & Biscuits at their work spot, to the workers. Besides safety items like Sun goggles, gumboots are also provided to the workers every year to protect them from the hot sun.

TNSC has extended all statutory benefits to its salt workers. TNSC is conducting periodical medical health camps for take care of the health condition of the salt workers.

Five numbers of of manually operated Reverse Osmosis system were installed at MVSC Valinokkam for providing good quality of drinking water to the salt workers at the cost of Rs.35 lakhs.

## **Corporate Social Responsibility**

TNSC is providing major employment to the workers belonging to around 15 villages in and around Valinokkam. As a part of Corporate Social Responsibility, TNSC has provided furniture like tables and benches to the schools which are situated in the villages in and around of the factory in Valinokkam. During the year 2014-15, TNSC has paid a sum of Rs 2 lakhs for conducting a Book fair at Ramanathapuram by the Ramanathapuram District Administration.