



The Tamil Nadu government is placing a significant bet on the non-leather footwear sector with a goal of establishing massive manufacturing operations in 20 sites, primarily in rural regions, over a period of three years.

This is due to footwear giants Pou Chen Corporation and Feng Tay choosing the state as their home in India.

The government estimates that each location's labor-intensive business will employ between 15,000 and 20,000 people, mostly women, and that this will further boost the rural economy. Of the 20 locations, factories are operating in three already, and work is progressing quickly in another three. Major footwear producers from Southeast Asia are being courted to open up shops in Tamilnadu.

"Our goal is to have 20 such units across the state by 2025. We are talking to several footwear manufacturers from Taiwan, and a few from South Korea. Talks with a couple of firms from Taiwan are at an advanced stage and we hope to finalise the deal soon," a senior government official said.

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