

4. SGSY

4.2 Construction of 28 District Marketing Complexes and Establishment of Market Intelligence cells at the Districts

Rural Development (SGSY) Department

G.O.(Ms) No. 137

Dated: 25.05.2000

Read:

1. G.O.Ms.No.137 RD (SGSY) Department, Dated: 21.07.1999
2. Director of Rural Development Letter No.100431/SGSY Dated: 23.11.1999.
3. Government of Tamil Nadu Letter No.44988/SGSY/99 Dated: 27.01.2000 addressed to Joint Secretary Ministry of Rural Development.
4. Letter No.18011/11/99-IRD II Dated: 29.03.2000 from the Government of India, Ministry of Rural Development Department of Rural Development.
5. Budget Speech of Honourable Chief Minister dated:24.03.2000 for 2000-2001

ORDER

In the year 1999-2000 an integrated and convergent scheme on self employment was introduced called as Swarnajayanthi Gram Swarozgar Yojana (SGSY) by Government of India. Government of Tamilnadu accepted the Scheme and started implementation vide Government order first referred to above. The Swarnajayanthi Gram Swarozgar Yojana is a comprehensive programme involving social mobilisation, group formation, screening of groups for revolving fund and to take up economic activity, training capacity building, skill up gradation, marketing tie up etc. Development of market network extremely essential for the transfer of consumers price to the rural poor producers. Brand name and symbol for the products produced by rural poor will provide marketing foundation and support. In this background it is apt to cite the budget speech for 2000-2001 of Honorable Chief Minister dated 24th March 2000.

This Government has initiated action to set up centres in urban areas for villagers to market their hand made products at remunerative prices just as farmers sell the vegetables grown by them directly to the public at fair prices in the much acclaimed Uzhavar Shandies. An expenditure of Rs.14.60 crores will be incurred for establishing permanent marketing centres in all districts and to promote the sale of rural products with the brand name "Poomalai"

2. In the reference third cited a proposal was sent to Government of India to set up market complexes at the rate of one in 28 districts and also at Chennai. Ministry of Rural Development, Government of India having considered the proposals approved the project in their sanction letter fourth read above to the tune of Rs.14.64 Crores. Components of the special project sanctioned by the Government of India are as follows:

	Cost (Rs.in Crores)
1. Construction of marketing complex at Chennai (excluding land cost)	2.50
2. Construction of market complex in 28 districts (Excluding land cost)	7.84
3. Market intelligence cell at 28districts and at Chennai	1.00
4. Marketing consultant at the State Level	0.30
5. Brand equity fund	1.00
6. Establishment of rural technical resource unit and Preparation of project profiles.	2.00
Total	14.64

3. In view of the above said sanctions and Hon'ble Chief Minister's announcements, Government of Tamil Nadu approve the Special Project as indicated in Para 2 above and as sanctioned by Government of India and direct that the project be implemented expeditiously.

4. The Special Project sanctioned by the Government of India will be implemented through Director of Rural Development and District Rural Development Agencies in Tamil Nadu. Director of Rural Development will be the implementing and coordinating authority. He will control, coordinate, monitor and implement the project. Government of India and Government of Tamil Nadu share will be in the ratio of 75:25. Government of India share is being released to Kancheepuram District Rural Development Agency. The State Government share of 25% will be drawn and disbursed by the Director of Rural Development to Kancheepuram District Rural Development Agency. Reallocation of funds to 28 District Rural Development Agencies will be undertaken by Kancheepuram District Rural Development Agency on the basis of allocations made by the Director of Rural Development. Kancheepuram District Rural Development Agency will be responsible for audit of the accounts and furnishing of Utilisation Certificate to Government of India and to Director of Rural Development. In the letter fourth read above the Government of India have sanctioned the project Strengthen the Marketing Infrastructure and Establishment of Nodal Centre for Rural Technology (Tamil Nadu) and has also approved the cost of the Project as Rs.1464.00 lakhs (Rupees Fourteen Crore, Sixty four lakh only) to be shared between the Centre and the State in the ratio of 75:25. The Government of India have also conveyed the sanction for release of Rs.549.00 Laks (Five crore, forty nine lakh only) towards first instalment of Central share to District Rural Development Agency, Kancheepuram. The Government of India have further informed that the project will be completed in two years i.e. March, 2002, subject to the guidelines as indicated in the sanction and release order referred to above.

5. As Government of India have released Rs.549.00 Lakhs. (Five crore forty nine lakh only) being 75% of its share towards the first instalment, 25% of the matching the state share of Rs.1.83 crores (Rupees One crore eighty three lakhs) has to be now released. The Government of Tamil Nadu hereby sanctions Rs.1.83 Crores to be released as State Government share. Director of Rural development is authorised to draw and disburse the amount to District Rural Development Agencies. Expenditure will be debited to the following head of account.

“2501-Special Programmes for Rural Development 01-Integrated Rural Development Programme-800-Other expenditure Schemes in the Ninth Five year Plan II-State Plan JB-Swarna Jayanthi Gram Swarozgar Yojana 09-Grants-in-aid-03-Grants for Specific Schemes(DPC-2501-01-800-JB-0931)”

6. This order issues with the concurrence of Planning and Development Department vide U.O.No.138 dated:10.05.2000, Finance Department vide U.O.No.1224, dated:11.05.2000.

(By order of the Governor)

RAMESH CHANDRA PANDA
SECRETARY TO GOVERNMENT