

4.32 Tsunami - Construction of State level Exhibition cum Marketing Complex for SHGs near Valluvar Kottam, Chennai

Rural Development and Panchayat Raj (CGS-II) Department

G.O.(Ms) No.140

Dated: 9.10.2006

Read:

1. From the Director of Rural Development and Panchayat Raj, Chennai-15, Lr.No. 47926/2006-SGSY, dated 16.6.2006
2. From the Project Implementation Officer, Tsunami Project Implementation Unit, D.O.Lr.No.1894/06/A5, dated 28.8.2006

ORDER

The Director of Rural Development and Panchayat Raj in his letter first read above has sent a proposal for construction of a marketing complex and sought orders of the Government on the following:-

- (i) To permit the construction of one District Level Poomalai Shopping Complex in Krishnagiri District.
- (ii) To permit the construction of one State Level Marketing Complex near Valluvar Kottam in the land already allotted to Rural Development Department.
- (III) If permission is accorded, whether earlier plan approved by Government may be adopted and Public Work Department to revise the estimate of Rs.2.75 Crores.
- (iv) To meet the cost of construction from the funds available under SGSY "Infrastructure Fund" for the year 2006-2007.

2. Hon'ble Minister (Rural Development and Local Administration) during the demands for Grants for Rural Development Department (Demand No.42) on 11.8.2006 in the Assembly, has announced that "Self Help Groups products marketing cum exhibition complex will be constructed at Valluvar Kottam in the land already allotted to Rural Development Department at a cost of Rs.5.00 Crores"

3. The Tsunami Project Implementation Officer, in his letter second read above has sent a proposal for the construction of exhibition cum marketing complex near Valluvar Kottam at a cost of Rs.5.00 Crores out of livelihood assistance provided by the ADB for the benefit of Self Help Groups to market their products. He has stated that the Government of Tamil Nadu has allocated Rs.190.095 Crores for Restoration of Livelihood in Tsunami affected rural areas of the 12 coastal districts of Tamil Nadu under the Tsunami Emergency Assistance Project assisted by Asian Development Bank. Out of the total allocation, Rs.38/- Crores has been earmarked for Community Infrastructure Development as a grant, which would support the Economic Activities of the Self Help Groups operated through the Panchayat level Federations. There is no marketing complex available at Chennai to display and market the products produced by Self Help Groups from these 12 coastal districts. A marketing complex with rooms for storage, stay of the Self Help Group members, and display of their products for sales is required with modern amenities.

4. He has proposed to construct a Shopping Complex for Exhibiting and Marketing the products manufactured by Self Help Groups from the rural areas of the 12 coastal districts, on the land allotted to the Rural Development and Panchayat Raj Development near Valluvar Kottam, Chennai, from out of the funds earmarked for development of community infrastructure under livelihood component of Tsunami Emergency Assistance Project assisted by the Asian Development Bank. This exhibition cum marketing complex at Chennai would provide the much required mileage and

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coverage for marketing the products of the Self Help Groups thereby enable value addition of these products, realizing improved returns to the Self Help Groups. The proposal for the construction of Exhibition and Marketing Complex for the products of Self Help Groups at Chennai was also placed in the Empowered Committee meeting held on 18.8.2006. The proposed construction of the exhibition cum marketing complex has been approved by the Empowered Committee.

5. The Government after detailed examination accept the proposal of Project Implementation Officer, Tsunami Project Implementation Unit and accord in principle approval to the Project Implementation Officer, Tsunami Project Implementation Unit to construct State level Exhibition Cum Marketing Complex at a cost of Rs.5.00 Crores for Exhibiting and Marketing the products produced by Self Help Groups on the land allotted to Rural Development and Panchayat Raj Department, near Valluvar Kottam, Chennai from out of funds earmarked for community Infrastructure development under livelihood assistance provided by Asian Development Bank.

6. The Project Implementation Officer, Tsunami Project Implementation Unit is requested to submit a detailed plan and estimates expeditiously for according administrative sanctions.

(By order of the Governor)

K.ASHOK VARDHAN SHETTY
SECRETARY TO GOVERNMENT