

Mahalir Thittam – Continuance for 2008-09 - Staff, Operating & investment Cost, Monitoring, Marketing, Printing of Self Help Group Registers and IEC activities - Distribution of Manimegalai Awards - Approved

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Rural Development & Panchayat Raj (CGS-3 ) Department

G.O.Ms.No.112

Dated: 30.06.2008

Read:-

1. G.O Ms No. 177, Rural Department & Panchayat Raj (CGS-II) Department, dated 5.12.2006
2. G.O Ms No. 123, Rural Department & Panchayat Raj (CGS-II)Department, dated 9.7.2007
3. G.O Ms No. 155, Rural Department & Panchayat Raj (CGS-II) Department, dated 5.9.2007
4. G.O Ms.No. 44 Rural Department & Panchayat Raj (E 5) Department, dated 14.3.2008
5. G.O Ms.No. 54 Rural Department & Panchayat Raj(CGS-III) Department, dated 28.3.2008.
6. From the Managing Director, TNCDW Ltd D.O.Lr. No. 288/D1/2006, dated 26.5.2008.

**ORDER:**

The Managing Director, Tamil Nadu Corporation for Development of Women Limited, (MD, TNCDW Ltd.) in his letter 6<sup>th</sup> read above has stated that the Corporation has been very successful in bringing about socio-economic empowerment of women by implementing Mahalir Thittam. This programme is implemented in partnership with NGOs and Community Based Organisations (CBOs) which are affiliated with TNCDW Ltd. The Self Help Group (SHG) movement under Mahalir Thittam has grown from strength to strength over the years bringing about substantial social change and has about 59 lakh women as members. The immediate goal of TNCDW Ltd., is to ensure that all poor women particularly widows, destitutes and marginalized are included in SHG movement in the next 3 years. It would be the endeavor of the Corporation to extend the benefits of the SHG approach to the uncovered areas of the State and uncovered sections of society. Based on this the Annual plan and Budget for the year 2008-09 for implementation of Mahalir Thittam has been formulated and has furnished the estimated expenditure for carrying out various activities under Mahalir Thittam for the year 2008-09 as detailed below:

(Rs. in lakhs)

Sl. No	Details	Amount
I	Staff , Operating and Investment cost	
	A. Staff cost	1052.30
	B. Operating cost	614.84
	C. Investment cost	107.07
II	Monitoring cost	705.30

III	Marketing	146.00
IV	Communication	240.00
V	Manimegalai Award to best SHG/PLF	55.00
	<b>Total</b>	<b>2920.51</b>

2. The Managing Director, TNCDW Ltd., requested the Government to approve the expenditure of Rs.2920.51 lakhs for implementation of Mahalir Thittam during 2008-09 .

3. He has also requested the Government to authorise the Principal Secretary to Government, Rural Development & Panchayat Raj Department to amend the guidelines of the schemes based on the operational requirement and to reallocate funds among the heads within the overall allocation under Mahalir Thittam in consultation with the Managing Director, Tamil Nadu Corporation for Development of Women Ltd.

4. The Government after careful consideration of the proposals of the Managing Director, Tamilnadu Corporation for Development of Women Limited accept the proposal and accord sanction for the following:

- i. Approve a total expenditure of Rs.2820.51 lakhs for various activities in implementation of Mahalir Thittam.
- ii. Out of the total expenditure indicated at item (i) above.
  - (a) A sum of Rs.1774.21 lakhs shall be utilized for the Staff, Operating and Investment Cost as indicated in annexure (I).
  - (b) A sum of Rs..705.30 lakhs shall be used towards monitoring cost as per the norms approved in G.O. (Ms) No.155 RD & PR Department dated 5.9.2007 except the incentive payable to NGOs for credit linkage as indicated in annexure (II) .
  - (c) A sum of Rs.146.00 lakhs shall be used for the marketing activities as indicated in annexure (III).
  - (d) A sum of Rs. 140.00 lakhs shall be used for Communication activities like Printing of SHG Registers and for IEC activities as indicated in annexure (IV).
  - (e) The scheme of distribution of Manimegalai awards shall be continued during 2008-09 at a cost of Rs.55 lakhs as indicated in annexure (V).
- iii. The new rates of incentive payable to the NGO/PLF/CBO is approved as detailed below :-

0.5% of the credit linked amount as incentive for the first linkage, 0.75% for second linkage and 1% for 3<sup>rd</sup> and subsequent linkages within 4 years of group formation for bank portion only. The NGO/PLF/CBO will get incentive for all linkages without any restriction during the 4 year period

- iv. Permit the TNCDW Ltd., to incur an expenditure of Rs.709.70 lakhs from the unspent balance available with TNCDW Ltd, out of total requirement of Rs. 2820.51 lakhs.
- v. The Government also accord sanction and release a sum of Rs.10,00,00,000/- (Rupees ten crores only) as first instalment of funds for carrying out various activities in implementation of Mahalir Thittam.
- vi. The Principal Secretary to Government, Rural Development & Panchayat Raj Department is authorized to amend the guidelines of the schemes based on the operational requirement and to reallocate funds among the heads within the overall allocation under Mahalir Thittam in consultation with the Managing Director, Tamil Nadu Corporation for Development of Women Ltd.,
- vii. The Managing Director, TNCDW Ltd., shall send a separate proposal with a detailed breakup in connection with Silver Jubilee Celebrations of the corporation.

5 (a). Out of the amount of Rs. 10,00,00,000/- (Rupees ten crores only) sanctioned in para 4 (v) a sum of Rs.6,15,00,000/- (Rupees six crores and fifteen lakhs only) shall be debited under the following head of account :-

“2235 Social Security and Welfare-02 Social Welfare 103 Women’s Welfare – Scheme in the Eleventh Five year Plan –II State plan.LC. Tamil Nadu Women’s Development Project (Mahalir Thittam) II subsidies – 02 General Subsidy. (DPC 2235 02 103 LC 1123)

(b) The balance of Rs.3,85,00,000/- ( Rupees Three crores and eighty five lakhs only) shall be debited under the following head of account :-

2235 Social Security and Welfare-02 Social Welfare 789 Special component plan for Schedule castes - Scheme in the Eleventh Five year Plan – II State plan.JD. Tamil Nadu Women’s Development Project(Mahalir Thittam) II subsidies – 02 General Subsidy. (DPC 2235 02 789 JD 1121)

6. The Commissioner of Rural Development and Panchayat Raj is authorised to draw & disburse the amount sanctioned in para 4(v) to the Managing Director, Tamil Nadu Corporation for Development of Women Ltd., by means of cheque. The Managing Director, Tamil Nadu Corporation for Development of Women Ltd., is requested to send the Utilisation certificate to the Accountant General / Commissioner of Rural Development & Panchayat Raj and Government for record.

7. This order issues with the concurrence of Finance Department Vide U.O.No.255/ SS(PK)/RD/08 dated 3.6.2008.

(By Order of the Governor)

**K. ASHOK VARDHAN SHETTY,**  
PRINCIPAL SECRETARY TO  
GOVERNMENT.

**ANNEXURE I**

**STAFF, OPERATING AND INVESTMENT COST**

(Rs. in lakhs)

Sl. No	Details	Amount
(i)	<b>Staff cost</b>	
	Project Management Unit	159.12
	30 Project Implementation Units	868.55
	Newly formed Ariyalur District	24.63
	<b>Sub Total</b>	<b>1052.30</b>
(ii)	<b>Operating cost</b>	
	PMU (TA/DA, Fuel, Rent, Electricity and other incidental charges)	135.74
	PIUs (TA/DA, Fuel, Rent, Electricity and other incidental charges)	466.55
	Newly formed Ariyalur District	12.55
	<b>Sub Total</b>	<b>614.84</b>
(iii)	<b>Investment cost</b>	
	Vehicle and equipment for Ariyalur District	12.57
	Computers for PMU and PIUs	22.00
	Equipments & Furniture for PIUs	22.50
	Replacement of condemned vehicles for 10 PIUs	50.00
	<b>Sub total</b>	<b>107.07</b>
	<b>Total of (i)+(ii)+(iii)</b>	<b>1774.21</b>

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**ANNEXURE II**  
**MONITORING COST**

(Rs. in lakhs)

S.No	Item	Amount
<b>I</b>	<b>Women Groups</b>	
1	Monitoring cost for new groups @ Rs.300/- x 25000 groups	75.00
2	Incentive for credit linkage Incentive @ 0.5% on 1 <sup>st</sup> linkage Anticipated 1 <sup>st</sup> linkage - Rs.450.00 crores (150000 groups x Rs.30000 (Bank linkage)) Rs.450.00 crores x 0.5%	225.00
	Incentive @ 0.75% on 2 <sup>nd</sup> linkage Anticipated credit linkage - Rs.550.40 crores (Rs.688.00crores (1138-450) x 80% ) Rs.550.40 crores x 0.75%	412.80
	Incentive @ 1% on 3 <sup>rd</sup> linkage Anticipated 3 <sup>rd</sup> credit linkage – Rs.68.80 crores (Rs. 688.00crores x 10% ) Rs. 68.80 crores x 1%	68.80
	Incentive @ 1% on 4 <sup>th</sup> and subsequent linkage Anticipated 4 <sup>th</sup> credit linkage - Rs.68.80 crores (Rs.688.00 crores x 10% ) Rs.68.80 crores x 1%	68.80
3	Incentive for Economic Activities (Rs.2500 x 3000 SHGs)	75.00
	<b>Sub total</b>	<b>925.40</b>
<b>II</b>	<b>Youth Groups</b>	
1	Incentive for credit linkage Incentive for 1 <sup>st</sup> linkage @ 0.5% 10000 groups x Rs.30000 (bank linkage) = Rs.30 crores Rs.30.00 crores x 0.5%	15.00
	<b>Sub total</b>	<b>15.00</b>
	<b>Total expenditure</b>	<b>940.40</b>
	<b>Anticipated expenditure at 75%</b>	<b>705.30</b>

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**ANNEXURE III**

**MARKETING ACTIVITIES**

(Rs. in lakhs)

<b>Sl. No</b>	<b>Particulars</b>	<b>Rate per unit</b>	<b>No. of exhibit-tions</b>	<b>Amount</b>
1	Exhibition at Cluster/Block and District level	2.00	31	62.00
2	Exhibition at Regional level (Coimbatore and Madurai)	5.00	2	10.00
3	Exhibition at State/National level	40.00	--	40.00
4	TA/DA and normal transport charges to SHG participants for national and state level	1.00	31	31.00
5	Rent and other expenses for shops at state level	3.00	--	3.00
	<b>Total</b>			<b>146.00</b>

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**ANNEXURE IV**

**COMMUNICATION ACTIVITIES**

(Rs. in Lakhs)

SL. No.	Item	Amount
1	Printing of SHG registers	62.50
2	IEC activities	77.50
	Total	140.00

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**ANNEXURE V**

**Manimegalai Award to Best SHGs/PLFs**

(Rs. in lakhs)

<b>Particulars</b>	<b>Amount</b>
Award for 5 best PLFs at State level @ Rs.1,00,000 each	5.00
Award for 10 best SHGs at State level @ Rs.50,000 each	5.00
Award for 1 best PLF at District level @ Rs.50,000 each	15.50
Award for 3 best SHGs at District level @ Rs.10,000 each	9.30
Preparation of certificate and arrangements for award functions	20.20
<b>Total</b>	<b>55.00</b>

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