

**5.24 Upgradation of the posts of three Joint Co-ordinators to the level of Additional Directors of Rural Development**

Rural Development and Panchayat Raj (CGS-I) Department

G.O.(Ms) No.108

Dated: 21.6.2007

Read:

1. G.O.(Ms)No.43, Social Welfare & Noon Meal Programme Department, dated 17.2.2007
2. G.O.(Ms) No.329, Social Welfare & Noon Meal Programme Department, dated 17.11.1997
3. From the Managing Director, Tamil Nadu Corporation for Development of Women Limited, D.O.Lr.No.452/A1/07, dated 13.3.2007
4. From the Managing Director, Tamil Nadu Corporation for Development of Women Limited, D.O.Lr.No.452/A1/2007, dated 2.6.2007

**ORDER**

The Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that the Tamil Nadu Corporation for Development of Women Limited is implementing Mahalir Thittam through a State Level Project Management Unit (PMU) and Project Implementatiton Units (PIUs) at the District Level. He has stated that in the Government order first read above the following senior Level Posts have been sanctioned for the State Level Project Management Unit.

1. Joint Co-Ordinator (Monitoring & Evaluation)
2. Joint Co-Ordinator (Training)
3. Joint Co-Ordinator (Marketing)
4. Joint Co-Ordinator (Communication)
5. Joint Co-Ordinator (Finance)

2. He has stated that the above five posts are at the level of Joint Directors and out of these five posts, Joint Co-Ordinator (Communication) was diverted to the World Bank aided Vazhndhu Kaatuvom Project in the year 2004. In addition to the above posts, there is one post of General Manager in the cadre of District Revenue Officer looking after general administration. At the district level, the PIUs are headed by Project Officers in the cadre of joint Director mostly drawn from Rural Development & Panchayat Raj Department. The Managing Director has stated that in the last 10 years, the workload and the number of schemes implemented by Tamil Nadu Corporation for Development of Women Ltd has increased manifold.

- The number of SHGs has increased from 4572 in 1997 to 3.32 lakhs in 2007.
- TNCDW works with 628 NGOs across 30 districts. From 2006-07, apart from Mahalir Thittam, Tamil Nadu Corporation for Development of Women Ltd., is also implementing the youth Self Help Groups Programme.

He has stated that close monitoring and supervision of the schemes and the trainings conducted by the NGOs is absolutely essential. The officers from the PMU have to visit the districts to supervise, monitor and review the progress of the various schemes. At present the supervision and monitoring mechanism in Tamil Nadu Corporation for Development of Women Ltd., head office is very weak because of inadequate senior level officers in the PMU. The officers available in the PMU are equivalent or less than the cadre of the Distict Project Officers. i.e. Joint Director cadre.

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3. The Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that it is absolutely essential to upgrade some posts at the State unit to the level of Additional Directors so that the District units and Project Officers can be supervised effectively.

He has therefore requested that the following three Joint Director level posts may be upgraded to the level of Additional Director and re-designated as follows:

1. Joint Co- Ordinator (Monitoring & Evaluation) as Additional Director (Partnerships and Communication)
2. Joint Co-ordinator (Training) as Additional Director (Capacity Building).
3. Joint Co-ordinator (Marketing) as Additional Director (Livelihoods promotion).
4. The Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that the Additional Directors will be responsible for the Following critical activities:
  1. Additional Director (Partnerships and Communication). Tamil Nadu Corporation for Development of Women Ltd., implements Mahalir Thittam in partnership with more than 600 NGOs. The new agreement with the NGOs to be effective from the year 2007 is under preparation. A senior officer will be effective and useful for coordination with the NGOs. In addition there is a need to establish partnerships and linkages with Corporate sector and various other Government schemes like AIDS Corporate sector and various other Government schemes like AIDS Control Programme, Reproductive and Child Health, Sanitation etc.
  2. Additional Director (Capacity Building). Building the capacity of the SHGs is the primary activity of Tamil Nadu Corporation for Development of Women Ltd., The training budget for the current year is Rs.18.64 crores. From 2006-07, imparting training to youth SHGs is being undertaken in addition to women SHGs. A senior and experienced officer is required to guide and monitor capacity building activities like SHG member training. A & R training. Skill training and Youth skill training.
  3. Additional Director (Livelihoods promotion). Economic empowerment of SHGs is still in a recent stage. Only about 5% of the SHGs, are involved in economic activities and have been able to access credit for the same. During this year, great emphasis and thrust is being given for promotion of economic activities by SHGs apart from savings and thrift, Convergence and linkage with other government schemes like SGSY, TAHDCO and marketing of SHG products is also a priority area.
  4. The Managing Director, Tamil Nadu Corporation for Women Limited has stated that it is necessary to upgrade the above mentioned 3 posts of Joint Director to the cadre of Additional Director of Rural Development in the time scale of Rs.15,000/-. He has stated that the Additional Directors will be promoted from senior Joint Directors who would have reached the highest bracket in the Joint Director scale.
  5. The Managing Director, Tamil Nadu Corporation for Development of Women Limited in his letter fourth read above, has stated that the Board of Directors have approved the proposal for ungradation of the post of 3 Joint Co-ordinators, as Additional Directors in circular resolution No.2, dated 30.5.2007. He has stated that the Board has resolved as follows:

“To approved and recommend the proposal to Government to upgrade the post of Joint Co-ordinator (Marketing) in the Project Management Unit from the existing scale of pay of Rs.12,000-375-16,500 to Rs.15000-400-18,600 in the cadre of Additional Directors for strengthening the scale level PMU and for effective monitoring of the Project implementation Units”.

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6. In the circumstances stated above the Managing Director, Tamil Nadu Corporation for Development of Women Limited has requested the Government to issue necessary orders, upgrading the post of Joint Co-ordinator (Monitoring & Evolution), Joint Co-ordinator (Training) and Joint Co-ordinator (Marketing) in the Project Management Unit from the existing scale of pay of Rs.12,000-375-16,500 to Rs.15,000-400-18,600 in the cadre of Additional Director and to fill up the posts from Rural Development and Panchayat Raj Department for strengthening the state level PMU and for effective monitoring of the Project Implementation Units”.

7. The Government after detailed examination have decided to accept the above proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Limited as a special case. Accordingly, the Government sanction for upgradation of the 3 posts of Joint Co-ordinators as Additional Directors of the Tamil Nadu Corporation for Development of Women Limited viz., Joint Co-ordinator (Monitoring & Evaluation) as Additional Director (Partnerships & Communication), Joint Co-ordinator (Training) as Additional Director (Capacity Building) and Joint Co-ordinator (Marketing) as Additional Director (Livelihoods & Promotion) in the scale of pay of Rs.15,000-400- 18,600-. The Government further direct that these 3 Additional Directors Post shall be filled up from the Rural Development and Panchayat Raj Department.

8. This order issues with the concurrence of the Finance Department vide its U.O.No.138/SS(KPR)/07, dated 24.5.2007.

(By order of the Governor)

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