



## Abstract

Tamil Nadu Corporation for Development of Women Limited – Newly constructed State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam, Chennai – Shifting of Organisation – Allocation of various floors – Proposal - Accepted – Orders issued.

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Rural Development & Panchayat Raj (CGS-3) Department

G.O. Ms. No.58

Dated: 24.05.2010.

Read:

1. G.O.(Ms) No.140, Rural Development and Panchayat Raj (CGS-2) Department, dated 09.10.2006.
2. G.O.(Ms) No.32, Rural Development and Panchayat Raj (CGS-3) Department, dated 29.02.2008.
3. From the Managing Director, Tamil Nadu Corporation for Development of Women Limited, D.O. letter No.1007/A3/2010, dated 05.05.2010.

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## ORDER:

In the G.O 1<sup>st</sup> read above, orders have been issued to construct a State Level Exhibition-cum-Marketing Complex for SHGs on the land allotted to Rural Development and Panchayat Raj Department, near Valluvarkottam, Chennai from out of the funds provided by the Asian Development Bank for community infrastructure development under livelihood component of Tsunami Emergency Assistance Project (TEAP).

2. In the G.O 2<sup>nd</sup> read above, administrative sanction has been accorded to construct the State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam at a cost of Rs.10.72 crores and subsequently increased to Rs.15.32 crores for the benefit of Self Help Groups and its members for promoting economic activities and the construction of the State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam has been undertaken by the Tsunami Project Implementation Unit.

3. In the letter 3<sup>rd</sup> read above, the Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that the State Level Exhibition-cum-Marketing Complex for SHGs being built near Valluvarkottam is nearing completion. The total built up area of the complex with ground floor and three floors including basement floor area is 67,302 sq.ft. Out of the total 67,302 Sq.ft built up area available in the State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam, the ground floor area measuring 15,211 sq.ft. may be allotted for conducting permanent / periodical exhibitions for the sale of SHG products by establishing about 50 stalls with 100 sq.ft. each. It is felt that the ground floor measuring 15,211 sq.ft is more than

sufficient to conduct exhibitions of SHG products throughout the year with storage facilities. Since the conduct of exhibitions needs round-the-clock monitoring and support, there is an imperative need that the organisations involved in the SHG movement are also to be accommodated in the same complex. Hence the other floors in the State Level Exhibition-cum-Marketing Complex for SHGs can be utilised for :

- (i) creation of necessary training infrastructure meant for SHGs, and
- (ii) accommodating such organisations which are committed to promoting the welfare of SHGs to ensure convergence in all SHG related activities.

4. He has further stated that Tamil Nadu Corporation for Development of Women Limited has been implementing Mahalir Thittam in the State through which more than 4.3 lakhs SHGs have been formed so far and which has enabled the SHG movement to graduate from Micro credit stage to Micro enterprises stage. Similarly, Vazhdhu Kattuvom Project (VKP) funded by World Bank is being successfully implemented in the State in 70 backward Blocks spread over 15 Districts and the remaining 315 Blocks are covered under Mahalir Thittam. Both these organizations are involved in the activities like formation of SHGs, extending credit linkage, conduct of skill training, support for marketing SHGs products, restructuring of Panchayat Level Federations, etc. Therefore, it is very appropriate that both these organizations, which are committed to promoting the welfare of SHGs, are accommodated in the same complex.

5. He has also stated that at present the Tamil Nadu Corporation for Development of Women Limited is functioning in the Marketing-cum-Training Centre constructed at Guindy in the land measuring about 5 grounds alienated for this purpose and apart from Tamil Nadu Corporation for Development of Women Limited, Project Management Unit, Tamil Nadu Non-Governmental Organisation and Volunteers Resource Centre (TNVRC), Mutram Society and IFAD-assisted PTSLP are also accommodated in the same building with severe space constraint. Further, Vazhdhu Kaattuvom Project is functioning in the rented premises at the second floor of TANFED building at R.A. Puram, Chennai. Hence both the organisations may be shifted to State Level Exhibition cum Marketing Complex for SHGs near Valluvarkottam to ensure better monitoring and convergence of SHG related activities. After the shifting of Tamil Nadu Corporation for Development of Women Limited to the newly built State Level Exhibition cum Marketing Complex for SHGs near Valluvarkottam, TNVRC will be utilizing the available training infrastructure in the above said Marketing cum Training Centre, Guindy, thereby leaving a saving of about Rs.10.00 lakhs per year for TNVRC. The Project Implementation Unit, Mahalir Thittam, Chennai which is located in a dilapidated Chennai Corporation School Building and could not carryout its Capacity Building Programmes in a qualitative manner may be shifted to the existing Marketing cum Training Centre, Guindy to co-ordinate and ensure proper monitoring of the activities of TNVRC.

6. He has therefore requested the Government to issue orders for shifting the offices of Tamil Nadu Corporation for Development of Women Limited Ltd, Vazhdhu Kaattuvom Project and Project Implementation Unit (Mathi), Chennai and to allocate various floors of State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam.

7. The Government after careful examination, accept the proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Limited and order to shift the offices as below:

**List of Organisations / Agencies to be shifted**

Sl. No.	Name of the Organization /Agencies	Existing Place	Shifted to
1	<b>TNCDW</b> (a) TNCDW-Project Management Unit  (b) IFAD assisted PTSLP  (c) Mutram Society	Marketing-cum-Training centre, Guindy  ”  ”	State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam.  ”  ”
2	Vazhdhu Kattuvom Project	TANFED (Rented Building) R.A.Puram, Chennai	State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam.
3	Project Implementation Unit, Mahalir Thittam, Chennai	Chennai Corporation School Building, Alwarpet	Marketing-cum-Training centre, Guindy
4	TNVR	Marketing-cum-Training centre, Guindy	Marketing-cum-Training centre, Guindy

8. The Government also order that the floor / space in the newly constructed State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam, Chennai be allocated to various offices, functioning for the welfare of Self Help Groups and for SHG product exhibition etc., as below:

**Allocation of various floors / space in State level Exhibition cum Marketing Complex for SHGs near Valluvarkottam for the Exhibition of SHG products and various offices.**

Sl No.	Floor	Extent (Sq.ft)	Purpose / Organization
1	Basement	15,539	Parking
2	Ground Floor	15,211	Conduct of Permanent/ Periodical Exhibitions of SHGs Products
3	First Floor	13,033	Tamil Nadu Corporation for Development of Women Ltd., and IFAD assisted PTSLP
4	Second Floor	13,009	Vazhdhu Kottuvom Project
5	Third floor	10,510	Training hall and Meeting hall
	<b>Total</b>	<b>67,302</b>	

9. Orders regarding the upkeep and maintenance of the State Level Exhibition-cum-Marketing Complex for SHGs near Valluvarkottam will be issued separately.

(By Order of the Governor)

K. Ashok Vardhan Shetty.  
Principal Secretary to Government.

To

The Managing Director,  
Tamil Nadu Corporation for Development of Women Limited,  
Chennai-32.

The Project Director,  
Vazhdhu Kaattuvom Project, Chennai-18.

The Project Director (i/c),  
IFAD assisted PTSLP,  
Office of the Tamil Nadu Corporation for Development  
of Women Limited, Chennai-32.

Copy to:

The Senior PA to Hon'ble Deputy Chief Minister, Chennai-9.

The Private Secretary to Principal Secretary,  
Rural Development & Panchayat Raj Department, Chennai-9.

The State Institute of Rural Development, Maraimalai Nagar,  
Kancheepuram District.

//Forwarded/By Order//

Section Officer.