



ABSTRACT

Tamil Nadu Corporation for Development of Women Limited –“New Special Livelihood Scheme for the poor Women headed households” in Tamil Nadu in the current year - Approved – Orders Issued.

Rural Development and Panchayat Raj (CGS.3) Dept.

G.O.(Ms) No.82

Dated: 25.05.2015

மன்மத, வைகாசி -11

திருவள்ளூர் ஆண்டு 2046

Read:

From the Managing Director, Tamil Nadu Corporation for Development of Women Limited Letter No.002104/TNSRLM(LH)/2015 dated 20.5.2015.

ORDER:-

The Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that as per Census 2011, Tamil Nadu has a population of 7.21 crore. It is also estimated that there are 1.85 crore households in Tamil Nadu. **Out of these, there are 25.88 lakh women headed households as per the census figures, which is 13.97% of the total number of households in the State.** A household where either no adult males are present, owing to divorce, separation, migration, non-marriage or widowhood, or where men, although present, do not contribute to the household income is, by definition, a Woman headed household. **They are generally most vulnerable families in the society both economically and socially.**

2. The empowerment of the women by forming them into cohesive Self Help Groups (SHGs), encouraging them to undertake regular savings, providing them self and wage employment and training them towards their socio-economic empowerment has been a major priority of the Government of Tamil Nadu. A number of Schemes have been initiated with a view to empower the women, especially the rural and urban poor. In this background, it is considered imperative to launch a Special Scheme that is specifically focused towards upliftment of the poor households from amongst those that are headed by women.

3. In order to assist the women headed poor households in both rural and urban areas, a new Programme focusing on the provision of **Skill Training coupled with Placement or Livelihood Training / Assistance for the poor Women headed households** will be introduced in the year 2015-16.

The salient features of the Scheme are

- a) Formation of special groups comprising of women headed households, (with a minimum of five members)
- b) Livelihood activities through formation of specialized Livelihood groups.
- c) Skill training for a short duration of 1- 3 months for self-employment
- d) Placement linked skill training for eligible beneficiaries in age group 18-45 years for 3-12 months period.
- e) Economic assistance through Bank credit linkage with interest subvention.

The proposed Scheme will aim at providing placement linked skill training or livelihood training / assistance to the women who head the household, or to any other eligible member of the household, for their self or wage employment, to increase the household income.

The Guidelines of the Special Livelihood Scheme for Women headed Households are annexed with this order.

4. Physical and Financial Target:

- a. It is proposed to cover **all willing poor beneficiaries from amongst the Women headed households over a period of 5 years starting from 2015-16 onwards.**
- b. The average cost of skill training / livelihood assistance with interest subvention will range from Rs.10,000 to Rs.20,000 per beneficiary. **An amount of Rs 750 crore will be spent across the five year period.** In addition, 5% administrative costs may also be provided each year.
- c. It is proposed to allocate a sum of **Rs.100 crore for the year 2015-16.**

5. Source of Funds:

The required funds will be accessed from various livelihood mission programmes implemented both in urban and rural areas, besides Tamil Nadu State Skill Development Mission. If necessary, any gap funding will be provided by the State Government.

6. The Managing Director, Tamil Nadu Corporation for Development of Women Limited has requested the Government to issue orders for the implementation of the new programme of Skill Training coupled with placement of Livelihood Training / Assistance for the poor Women headed households in **rural and urban areas of Tamil Nadu in the year 2015-16.**

7. The Government after careful examination of the proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Limited has decided to accept it and direct the Managing Director, Tamil Nadu Corporation for Development of Women Limited to implement the new Special Livelihood Scheme for the poor Women headed households in rural and urban areas of Tamil Nadu in the year 2015-16.

(BY ORDER OF THE GOVERNOR)

GAGANDEEP SINGH BEDI,
SECRETARY TO GOVERNMENT

To
The Managing Director,
Tamil Nadu Corporation for Development of Women Limited,
Chennai - 600 034.
The Accountant General, Chennai – 600 009/600 018.

Copy to:

The Chief Minister's Office, Chennai-9.
The Senior Personal Assistant to Hon'ble Minister,
(Municipal Administration, Rural Development, Law, Courts
and Prisons), Chennai -9.
The Senior Private Secretary to Secretary to Government,
Rural Development and Panchayat Raj Department,
Chennai-600 009.
Rural Development and Panchayat Raj (OP-2) Department,
Chennai-600 009.
National Informatics Centre, Chennai-600 009.

//Forwarded by Order//

Section Officer

Guidelines for Special Livelihood Scheme for Women headed Households

i. Area of coverage

The Scheme will be implemented in all the 32 districts, both in rural as well as urban areas of the State.

ii. Implementation Agency

At the State level – **Tamil Nadu Corporation for Development of Women Ltd.** is proposed to be the implementing agency for the programme. At the district level, District Collector will be in charge of the implementation through the Village Poverty Reduction Committee (a community based institution formed out of Self Help Group (SHG) members) or Panchayat Level Federation (PLF) of SHGs in the rural areas and through the local bodies in the Urban areas. To facilitate the implementation of the Urban Livelihood Mission and this Scheme in an integrated manner, the Tamil Nadu Urban Livelihood Mission and National Urban Livelihood Mission Programme will be brought under the purview of Tamil Nadu Corporation for Development of Women.

iii. Selection of Beneficiaries

- a. The beneficiaries for the Special Livelihood Scheme should be the **Women who head the household or any other eligible member (male/female) in the age group of 18-45 years from out of the list of women-headed households as per the Census of 2011.**
- b. The identification of the beneficiaries will be done through the Community Professionals (Jobs) in each Village, who are already engaged by Pudhu Vaazhvu Project/ Mahalir Thittam in rural areas and by the Community Organisers / Community coordinators who are proposed to be outsourced through Tamil Nadu Urban Livelihood Mission in Urban areas.
- c. The poor beneficiaries from amongst the women headed households will be prioritized for Skill training or Livelihood Training / Assistance by the Village Poverty Reduction Committee (VPRC) or Panchayat Level Federation (PLF) of SHGs in rural areas and the Urban local bodies in the urban areas. After identification, the names of the beneficiaries concerned will be got approved by the **Grama Sabha** in the rural areas and the **Local Body** concerned in the urban areas.

iv. Selection of Trades for training / Assistance:

- a. **Counseling:** It is very essential to train the beneficiaries only in such trades where there is potential for sustainable and career

growth oriented employment. The interest of the beneficiary for the sector to be trained is also essential to be ascertained. Hence, after selection of the beneficiaries, **counseling will be arranged** at the Panchayat level in the rural areas and the Ward level in the urban areas so as to facilitate the beneficiaries to identify the trade for their training or assistance.

- b. **Two Categories of assistance:** The assistance to beneficiaries of women headed households can broadly be of two categories—
- i) **Training cum placement** in the organised / semi organised sector
 - ii) **Self-employment** of individuals or a group of beneficiaries for pursuing common economic livelihood activity and thereafter assistance for common infrastructure based on need.
- c. **Training cum placement category:** Based on the interest and eligibility of the beneficiary and also the trade for which training facility with placement option is available, training will be given in **sectors like Apparel manufacturing, Retail sales, Hospitality, Health care, Beauty clinic and therapy, Computer Applications, Construction, Repairs and servicing of electronic items, Leather goods manufacturing, Driving of light motor vehicles, Artificial jewellery, Conductress training etc.**
- d. **Self Employment Category:** For the beneficiaries who want to pursue self-employment or a common livelihood group activity, the interest of the beneficiaries will be ascertained and **livelihood related training for skill upgradation and thereafter** assistance for the individuals or group of beneficiaries will arranged in the form of **Interest Subvention** for the loans facilitated through Banks / VPRC / PLF as per NRLM guidelines. For such category of beneficiaries, **Special groups of women headed households will also be formed if necessary with 5 members and above** as a special case, as done in the case of disabled and old aged Self Help Groups. Apart from loans with interest subvention as suggested above, **assistance to create common infrastructure facilities** to pursue the common livelihood activity for such special groups in line with Pudhu Vaazhvu Project guidelines to the tune of upto Rs.1 lakh will also be made available.

v. Selection of Training Institutions:

The beneficiaries identified will be given training through reputed institutions having good infrastructure, resource persons and past track

record in giving placement after training. The training institutions identified by a Task Force Committee under the chairmanship of the District Collector will be utilized to impart training. Strict grading criteria will be adopted to weed out sub-standard institutions. **Government run ITIs and Polytechnics and other institutions approved by All India Council of Technical Education (AICTE) and National Council for Vocational Training (NCVT) will also be involved on a priority basis to ensure qualitative training.** Community colleges and other institutions having training / skill imparting infrastructure will also be considered.

vi. Duration and cost of the training:

- a. Duration of the training will generally range from 1 month to 12 months and both residential and non-residential training will be imparted based on need. The Skill Training for self-employment may be for 1-3 months and the Placement linked Skill Training may be for 3-12 months. The time period of the training may be modified based on the utility of the course and the training need.
- b. The cost of skill training or livelihood assistance with interest subvention will range from Rs.10,000 to Rs.20,000 per beneficiary.
- c. The Pudhu Vaazhvu model of paying the training institution fully only after the successful conduct of training and placement of the beneficiary through self or wage employment, is proposed to be followed since the above model is considered to be the successful role model for the entire country. **80% payment will be made at the end of the successful conduct of the training and the balance 20% payment made only after proof of placement (wage employment or self employment) for atleast one month.**
- d. The above methodology will also ensure that the beneficiaries from amongst the women headed households are not only trained by the training institutions, but also get placements in semi-organised / organised sector facilitated by those training institutions.
- e. Beneficiaries who are willing to take up self-employment will be provided with necessary skill upgradation training based on need. For taking up economic livelihood activity, credit linkage from banks / VPRCs / PLFs will also be facilitated coupled with Interest Subvention. In addition a sum of upto Rs.1 lakh will be provided for developing common infrastructure facilities for the livelihood enterprise, based on need.

vii. Monitoring of the training:

- a. It is proposed to entrust the responsibility of monitoring of the training to the community based organisations of the Self Help Groups in the rural areas (VPRCs or PLFs) and the Local Bodies in the urban areas, besides the officials concerned. The Village Panchayat President is the ex-officio head of the VPRCs in the rural areas and hence the rural local bodies are also involved in the monitoring process.
- b. The funds for training will be released to the Village Poverty Reduction Committee or the Panchayat Level Federation in the rural area, and to the Local Body concerned in the Urban area. The VPRC/PLF in rural area and the Urban Local Body will release the payment to the training institutions concerned **after ensuring the quality of the training imparted through active social monitoring.**

The Secretary to Government, Rural Development and Panchayat Raj Department is empowered to modify the guidelines of Special Livelihood Scheme for Women headed Households, whenever necessary, in consultation with the Managing Director, Tamil Nadu Corporation for Development of Women Limited.

GAGANDEEP SINGH BEDI,
SECRETARY TO GOVERNMENT

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Section Officer