



TNCDW.ORG



TAMIL NADU CORPORATION
FOR DEVELOPMENT OF WOMEN



Empowering Women. Empowering Tamil Nadu.

From opportunity to economic empowerment - TNCDW

Timeline

The Inception Phase

1989-1996

The seed for the Self Help Group (SHG) movement was sown in the year 1989 at the Thally Block in the composite Dharmapuri District. The core purpose was to initiate a positive, interventionist role in women's empowerment through their inclusion and participation in social, economic, and political activities. This effort focused on encouraging thrift and savings amongst women to reduce poverty.

The Consolidation Phase

1997-2005

This phase worked towards formulating and implementing various women-focused policies and projects to enable inclusion, participation, and skill development for greater economic representation and self - reliance.

This initiative was further propelled through the creation of infrastructure like the dedicated facility to conduct weekly meetings and the construction of commercial complexes at all the District Headquarters.

The Transformation Phase

2006-2011

The highlight of this phase was the implementation of the World Bank - funded Vazhnthu Kaattuvom Project in 2005. This was carried out through the Participatory Identification of the Poor (PIP) with representative trained teams assigned to recognize the poor and the most disadvantaged and elevate their economic status.

Reaching out to the poor and vulnerable through Mahalir Thittam, to the implementation of Projects involving social funding and community development across the districts—several efforts worked collectively to deliver a multi-dimensional impact on the lives of the people.

The Expansion Phase

2012-2022

The activities focused on empowering women by creating sustainable incomes and business ecosystems to effectively promote development, higher growth and returns in their business. It also facilitated convergence with the other Government departments to leverage their financial and non-financial services and utilize them effectively.



TNCDW

Tamil Nadu Corporation
for Development of Women



For over four decades, Tamil Nadu Corporation for Development of Women (TNCDW) has been instrumental in generating economic development to enhance the well-being and empowerment of the financially and socially challenged women in Tamil Nadu.

Spearheading the Self Help Group (SHG) movement in the State, the Organization has cut through asymmetries to enable effective participation and representation with the facilitation of self-help programs, funding, market guidance, and credit linkages to develop sustainable livelihoods.

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**A nation will be empowered
only when its women population
gets empowered.** *APJ Abdul Kalam*

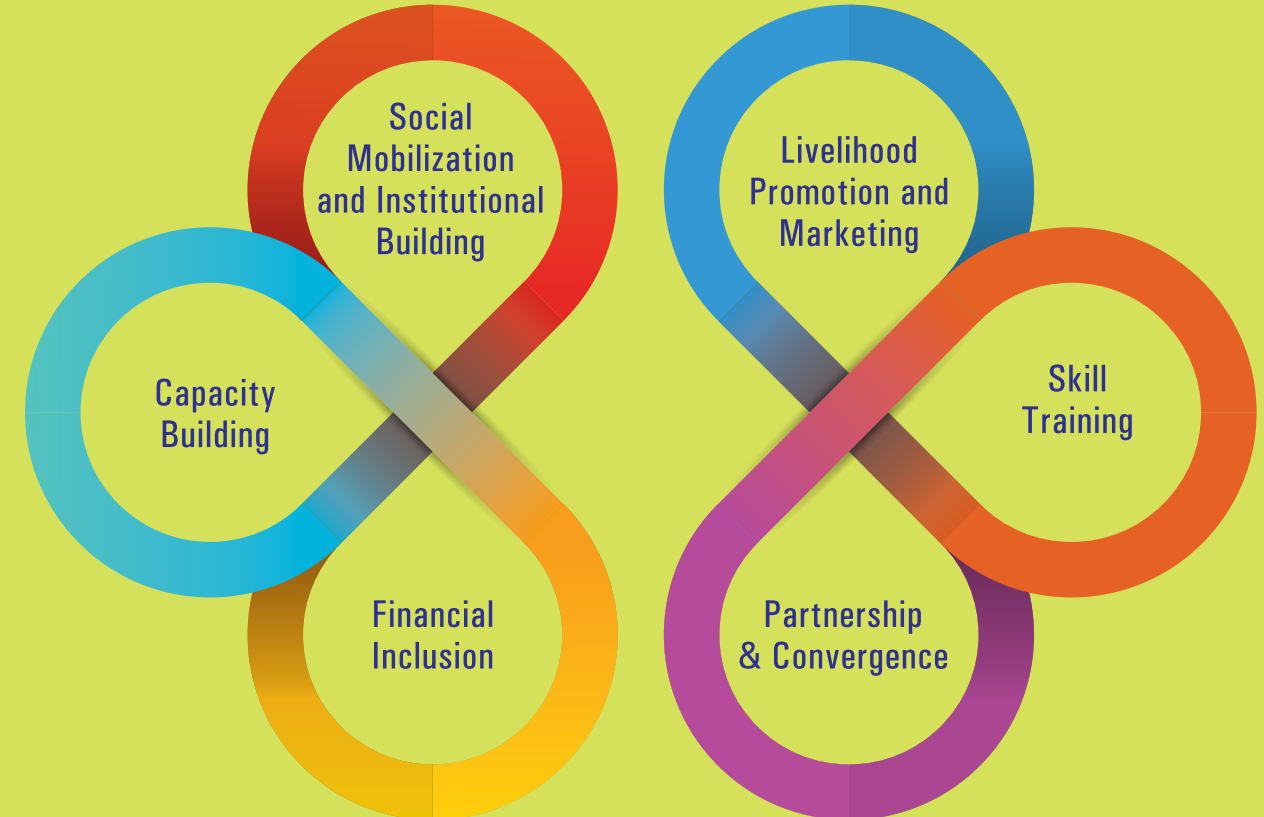
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Tamil Nadu State Rural Livelihood Mission (TNSRLM)

Activities

The objective of TNSRLM is to increase the household income of the poor through livelihood enhancement and access to financial and other services, which is sought to be achieved through the following activities





Institution-Building & Capacity Building

The basic Institutional structure here is the Self-Help Group (SHG), ideally comprising 12-20 women.

01

Panchayat Level Federation (PLF)

Village Panchayat, with all its SHGs form Panchayat Level Federations (PLFs).

Core Functions

- Strengthening activities
- Information dissemination
- Accounts and Audit maintenance support
- Conflict resolution

02

Village Poverty Reduction Committee (VPRC)

TheVPRC acts as the Committee at the Panchayat Level to cater to the unique needs of the vulnerable sections.

Core Functions

- Parallel Institution functioning at the village level along with PLFs
- Inclusive and autonomous body
- 11 to 19 members in each VPRC

03

Block Level Federation (BLF)

The PLFs get federated as Block Level Federations (BLFs).

Core Functions

- Financial intermediary
- Facilitation of bank linkages
- Repayment of loans

04

Makkal Katral Maiyam (MaKaMai)

The MaKaMai operates at the District Level for capacity building.

Core Functions

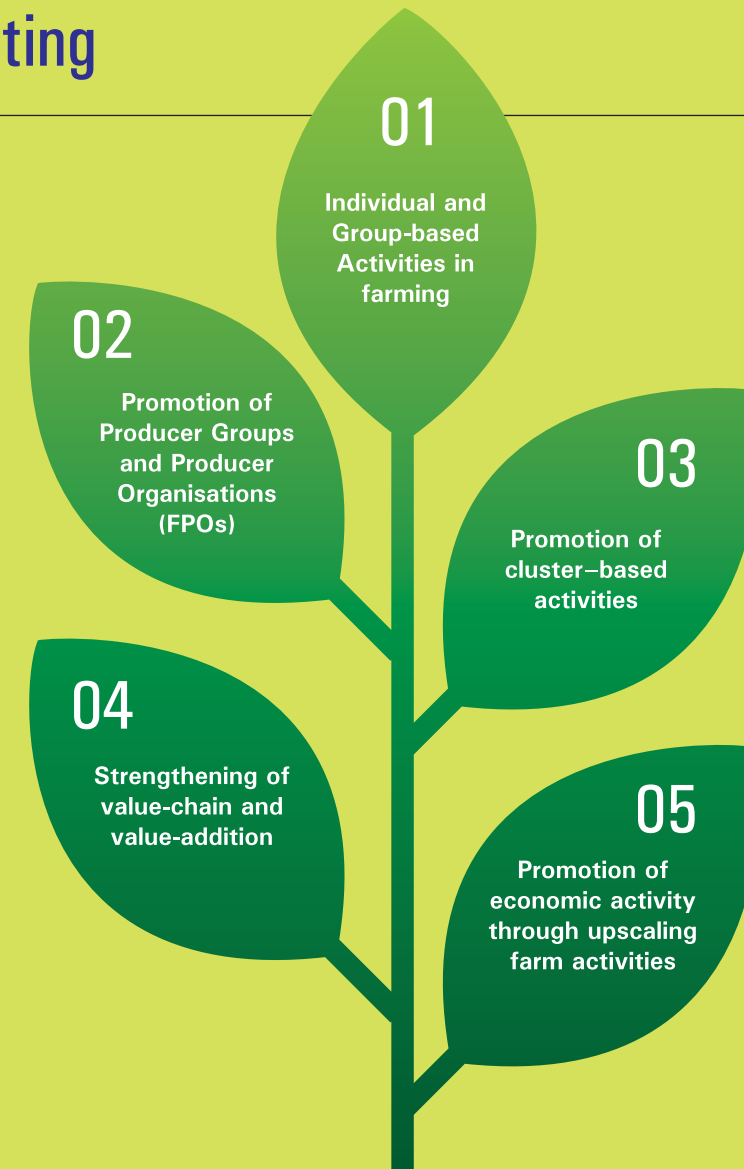
- Training Community-based Organizations. (CBOs)
- Handholding Support
- Sustainability to grassroots-level CBOs

The Community Resource Persons act as links and take all the activities forward across all the components to the SHGs and the Communities.



Livelihood Promotion & Marketing

Farm Activities





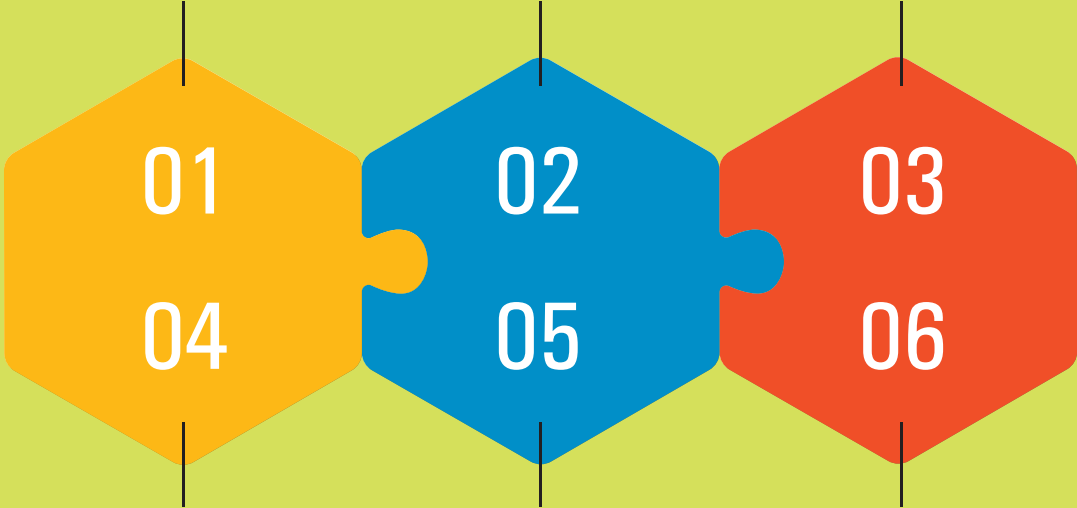
Livelihood Promotion & Marketing

Non-Farm Activities

Empower rural women by catalyzing appropriate economic activities at the grassroots level and creating new opportunities to earn, save and improve their standard of living

Inculcate sound habits of thrift, savings and banking

Training, guidance and support in entrepreneurship development skills to encourage women to participate in Nano and micro enterprises in manufacturing, services, and trading sectors.



Promotion of cluster-based enterprises development

Linking to Financial assistance for enterprise development

Training support for women to help them upscale their skills and perform effectively.



Marketing of SHG Products

Activities Undertaken

- Marketing complexes and kiosks at the Block, District and State levels.
- Promotion of SHG products at National and State level exhibitions.

Way Forward

- Corporate Bazaars to popularize SHG products.
- Natural Farming Mela (Fairs) to promote natural products.
- Sale of SHG products through e-commerce portals.
- Strengthening the branding and packaging of products under 'MATHI'.
- Assistance in promoting the marketing of SHG products through conventional and digital media.
- Cross-linkages and cross-trading amongst SHG groups to improve their Projects.



Partnerships & Convergence

Tamil Nadu State Rural Livelihood Mission and Self-Help Groups play a vital role in ensuring wholistic social and community development. They act as a critical link in the implementation of various Government Programmes.

01

Makkalai Thedi Maruthuvam (MTM).

An initiative of the Health and Family Welfare Department in partnership with TNCDW to address non - communicable diseases, it involves door-to-door visits and regular health checkups by Women Health Volunteers to create awareness, ensure wellness and enable timely medical interventions where necessary.

02

Morning Breakfast Scheme

The Chief Minister's Free Breakfast Scheme is implemented by the Social Welfare Department in partnership with TNCDW through its Self-Help Groups in all the Government Primary Schools.

03

Gender Intervention

Equality, Women Empowerment, and Social Justice through eliminating discrimination and all forms of violence to help them realize their potential and aspirations.

04

Social Inclusion and Social Development

The formation of special groups for the elderly, Differently Abled Persons, Particularly Vulnerable Tribal Groups (PVTG) and Transgender persons to assist them with access to Revolving Fund (RF), Community Investment Fund (CIF), Vulnerability Reduction Fund (VRF) and Direct Linkage.



Skill Training

Placement-linked skill training scheme for the poor rural youth through various initiatives is also done under TNCDW.

Rural Self Employment Training Institute (RSETI)- focuses on the training of the rural youth towards self-employment in convergence with various government schemes

Deen Dayal Upadhyaya Grameen Kaushalya Yojana's (DDU GKY)-placement-based skill training to match the skills required by the job markets and enhance employability.



Tamil Nadu Urban Livelihood Mission (TNULM)

A unique Urban Livelihood Programme aimed at improving the lives of the urban poor.

Social Mobilization & Institutional Development (SM&ID)

Effective and sustainable poverty reduction through mobilization of the urban poor and vulnerable sections.

Capacity Building & Training (CB&T)

Building institutionally solid structures and involvement of machinery in implementing Deendayal Antyodaya Yojana-National Urban Livelihoods Mission (DAY-NULM).

Employment Through Skill Training & Placement (EST&P)

Creating sustainable livelihoods for the urban poor through skill development.

Self-Employment Programme (SEP)

Setting up gainful self-employment ventures/micro-enterprises for individuals and groups through financial assistance.

Innovative & Special Projects (I&SP)

Innovative Projects and Initiatives to demonstrate strategies that create long-term sustainable livelihood opportunities.