



TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,
(A GOVERNMENT OF TAMILNADU UNDERTAKING)

Annai Teresa Mahalir Valagam, 1st Floor, Valluvarkottam High Road,
Nungambakkam, Chennai - 600 034.

Roc.No.3796/G1/2021

Dated:24.05.2023

To
The Project Directors,
DMMU
All Districts.

Sir/Madam,

Sub: Tamilnadu Corporation for Development of Women
- Maintenance of DSMS complexes - issuance of
draft guidelines for functioning of Poomalai
Shopping Complexes - regarding.

Ref 1. G.O.Ms.No.54 RD & PR dated 28.03.2008
2. G.O.Ms.No.106 Rural Development
(SGSY)Department Dated: 21.08.2013
3. E.O.No.3796/G1/2021 dated:02.05.2022
4. Joint Secretary to Government
Lr.No.2993657/CGS-2(1)/2022-2
dated:28.10.2022 & 04.01.2023.

As per the reference 1st cited, the Project Director TNCDW was entrusted with the role of maintenance of Poomalai Complexes created under SGSY and monitoring of District Supply and Marketing Societies.

As per the reference 2nd cited, the best performing Panchayat Level Federation was chosen for management of Poomalai complexes.


As per the reference 3rd cited, Executive Order was issued for repair and renovation of Poomalai Complexes. A total of 79 complexes have been taken up for renovation, out of which 20 are District Complexes, 21 are Additional Complexes and 38 are Village Complexes.

The Change in ownership and management vide reference 2nd cited, did not bring about the expected results due to inability in attracting SHGs for occupancy of the shops in the complexes. Hence, the draft guidelines is now sent to all the Project Directors, DMMUs to be followed while allotment of shops to the SHGs and further it is instructed that all the Project Directors should follow the guidelines strictly and keep ready the shopping complexes for inauguration.

Encl: Draft Guidelines

Sd/-
Managing Director


Additional Director (LP)


24/05/23

Annexure

Guidelines for functioning of Poomalai Shopping Complexes

The following are the detailed guidelines with regards to the functioning of Poomalai shopping complexes going forward with reforms to functional modalities;

The overall control of Poomalai Complex shall vest with the Project Director, Mahalir Thittam. The officer in-charge of the complex will be vested with Assistant Project Officer (Livelihood) and Marketing Manager, DSMS will be in-charge for day to day functioning. He/ She is responsible for giving wide publicity about the complexes and information regarding the modalities of allotment, to ensure maximum number of SHGs trade/provide service through these complexes.

Allocation of Shops

The shops inside the shopping complexes shall henceforth be allocated on a daily, monthly and half-yearly basis depending on the type of products sold and nature of the SHG enterprises.

The share of allocation out of the total number of shops inside the shopping complex is as follows:

a. Based on Periodicity of Allocation:

Periodicity here refers to the time period for which the shop is allocated to the concerned SHG (except daily shops, which are dealt separately).

S.No	Periodicity	Percentage Share (%)
1	Monthly	70
2	Half Yearly	30

b. Based on Nature of Enterprises:

S. No	Nature	Percentage Share (%)
1	Group	70
2	Individual	30

- 70 % of the Shops shall be allocated to Group enterprises comprising of SHG members. They can be,
 1. Group enterprises belonging to rural part of the district.
 2. Group enterprises belonging to urban area who can procure and sell products manufactured by members of SHG including Farmer Producers Groups (FPGs) from rural area. Amongst the Urban groups, priority will be given to groups where there are members from the most vulnerable and under privileged categories.

Individual

- Amongst the 30% share of the shops allocated to individual SHG enterprises the following are to be strictly adhered to.
- Foremost priority in allocation of shops to SHG individual sellers shall be given to marginalized and vulnerable sections from urban area such as,
 1. PWD (Persons with Disabilities)
 2. Transgender
 3. Elderly
 4. Women led families and destitute women
- In case of non-availability of interested individuals belonging to any of the above-mentioned sections, shops shall be allocated to other SHG members, after obtaining assurance letter for non-availability of interested members from these sections. The letter shall be duly signed by the competent authority, i.e., APO (NULM) and certified by the Project Director (TNSRLM).

Daily Shops

- The space available outside the shops but within the premise of the Complex shall be utilized for putting up daily shops of goods with perishable items and having a shelf life of less than one day like vegetables, greens, soups, etc.
- The allocation of space will be based on first come first serve subject to a maximum of three days in a week, thus creating opportunities for all SHGs to utilize the space.

Calendar for Allocation of Shops

The calendar should be prepared for every quarter for allocation of shops and the same must be place the approval of District level committee.

Dissemination of Information regarding Shop Allocation

- CRP(EP) and CRP(Farm) shall be responsible for the dissemination of information regarding the modified guidelines and invitation of SHG members for setting up shops
- A Resolution to be made in every Panchayat Level Federation (PLF) announcing the modified guidelines.

Products Permitted to be sold

- Out of the shops to be allocated in the shopping complexes, 2 shops shall strictly belong to the categories mentioned below:
 1. Value Added Food Products (Packaged)
 2. Cosmetics & Household Utilities
- Rest of the shops shall be allocated amongst the following categories
 1. Perishable produce such as fruits, vegetables, milk etc.
 2. Live Vending Food Stalls
 3. Hot/Cold Beverage Stalls
 4. Condiments and snack retail shops
 5. Grocery retailing
 6. Services such as beauty care, flower vending, repair and maintenance and others.
- Products sold in the shops shall only be those which are produced and marketed by SHG members only.

C. Formation of a Selection and Rent Fixation Committee:

- The Primary selection of group and individual SHG enterprises chosen to run the shops as explained in the section above shall be done so after thorough examination and approval by a committee comprising of,
 1. District Collector (Head of the Committee)

2. Project Director, District Mission Management Unit (Convenor of the Committee)
 3. Assistant Project Officer (Livelihood Promotion)
 4. Assistant Project Officer (National Urban Livelihoods Mission)
 5. District Executive Officer (Vaazhndhu Kaattuvom project)
 6. Block Development Officer (BP) in which the complex is located
 7. Secretary of Block Level Federation
 8. Two representatives from PLFs from which highest number of applications requesting shops have been received
- The list of vendors thus chosen by the Committee shall be approved by the District Collector.
 - Identity Cards shall be issued to vendors selected by the Committee with categorization based on willingness for daily, weekly or monthly willingness for sale.
 - Guidelines and norms for adherence and follow up by shall be oriented with to the occupants and vendors
 - The List of members thus selected by the Committee shall be displayed in a visible part of the Complex
 - The Committee shall meet every 3 months for revision of list of selected members. The Committee can either include new members and exclude existing members.
 - The Committee shall strictly adhere to the rules concerning allocation share, products allowed to be sold, feasibility.
 - Based on the list selected above, Manager, DSMS shall be responsible for daily, weekly and monthly allocation of shops to members.
 - Selection of members shall be done so on a first cum first serve basis.
 - The Committee shall also be responsible for the fixing of rents to be collected on:

1. Daily (Rent fixed on hourly basis)
 2. Monthly (Rent fixed for the month)
 3. Half-yearly (Rent fixed on monthly basis)
- The rents fixed shall be based on the area of operation and the local rental rates.

The below mentioned conditions are to be strictly followed in the allocation of shops with a view to provide opportunities to as many members as possible.

Daily Shops

Shops shall be allocated for a maximum of 3 days in a week.

Monthly Shops:

Shops shall be allocated for a maximum of 3 months in a year.

Half-yearly Shops:

Shops shall be allocated on half- yearly basis on monthly rent fixed. They may be allotted only once in a annual year and may be considered after 2 years.

D. Removal of SHG members violating guidelines:

- If the SHG members who are allocated shops don't follow the guidelines instructed and engage in activities which violate the same, they can be vacated and refused permit to enter the premises to set up shops
- If products not produced by SHGs are sold inside the complex, Manager DSMS shall provide a warning to the concerned seller with 2 days' notice, to vacate and remove the product from the inventory immediately.
- If the seller doesn't remove the product after a warning as instructed, DSMS shall have the authority to remove the product from the complex premises.

E. Maintenance of Shops

- No other activities shall be permitted inside the complex except sales activities explained in the guidelines
- No temporary or permanent alterations should be done to the shops inside complexes
- Any alterations required for the convenience of sales shall be done only the Project Director, DMMU with the approval of District Collector based on fund availability
- Auditoriums and Exhibition halls shall be under the control of APO LH of the district and daily monitoring to be done by Manager, DSMS
- CCTV cameras shall be installed inside the complex premises ensuring that complex and shops are under security surveillance. Recorded footage will be maintained as per the current guidelines existing in the location and old footages archived. The cost of maintenance of the CCTV, its data backup, management and upgradation shall be borne by the revenue generated from the fee levied for the complex.

F. Daily running of Shops

- Working Hours: 5 A.M to 9 P.M
- Efforts must be taken towards utilization of all the shops
- Manager, DSMS shall be responsible for the maintenance of registers concerning daily functioning
- Required weights and measures for the sale of agricultural produce to be bought and provided by DSMS strictly. SHGs must only utilize these and not any other equipment.

G. Financial Management

- Rent fixation shall be done by the Selection and Rent fixation committee as explained in the sub section C. Rents shall be collected from the shops on a daily, monthly and half-yearly basis as per the allocation stated in sub section C.

- Rents for the daily occupancy may be remitted before the end of the day, monthly before the end (last working day) of the month and for half-yearly before the end (last working day) of the month.
- Invoice will be generated by the DSMS to the shops based on the duration of their occupation.
- Any default in payment of the rent will entail debarment for further allotment of shops.
- Different rates shall apply for SHGs setting up stalls in exhibitions and display of products on special events. The same may be remitted at the time of making available the space.
- Utility charge on electricity, water and cleaning shall be included in the rent collected.
- For the sake of transparency, all remittance will be done through an online banking system, utilizing NEFT / UPI secure payment gateways

H. Use of Exhibition Halls

- The Exhibition halls located on the first floor of the District Complexes shall strictly be used only for the purposes of
 1. Conducting Trainings/Workshops
 2. Conducting exhibitions
 3. Bulk Sales of SHG products
 4. Buyer/Seller Meet
 5. Business to Buyer Meet
 6. Display of products for Cross Trading
- They must strictly not be used for any other purposes especially for retail sales.
- The Office of the Manager, DSMS must be located inside the complex but not in the Exhibition Hall/Auditorium.

I. Facilities Available inside the Complexes:

- The complexes shall have shops, office room for Manager, DSMS, a cloak room for keeping left over goods (goods shall be

kept in the cloak room for maximum of 3 days), drinking water facilities and separate toilet facilities for men and women.


- Utmost cleanliness, safety, security, health and hygiene conditions need to be maintained in the complex. Free sanitary pad dispensers and safe disposal bins will be provided in all the women toilet facilities.
- Segregating and disposal of waste from the shops will be facilitated through provision of adequate waste segregation process. All shops will be instructed on the same through the guidelines.
- CCTV cameras strategically placed and adequate signages mentioning their presence will have to be placed so as to indicate the same.
- Fire safety and First Aid kit will be installed and maintained by the Manager, DSMS in the complex with periodic review of their performance
- Emergency Phone numbers of district level officials shall be prominently displayed at the entrance of the complex
- Adequate signages on the various facilities will have to be provided in the complex so as to ensure that the visitors are aware of the location of the various facilities

Necessary funds for operation and maintenance

The repair and renovation work will be completed and the guidelines will be followed for allocation of stalls and fixing the rent. The initial operational cost is provided in the AAP 2023-24 for a period of one year. For the subsequent years, own source need to be generated for maintenance and running of these complexes.

Sd/-
Managing Director


Additional Director (LP)


24/05/23