



**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.

**Proceedings of the Chief Executive Officer, TNSRLM, Chennai 34.**  
**Present: Tmt. S. Divyadharshini, I.A.S.**

**Proc.No. 2545/23/TNSRLM-LP**

**Dated:04.07.2023**

Sub: TNSRLM - National Rural Livelihood Mission -  
Implementation of Annual Action Plan 2023-24 -  
Announcement No:3 by the Hon'ble Minister - Strengthening  
and extending support to 7500 Nano and Micro Enterprises  
let by SHGs - Instructions - issued - Reg.

Ref: 1.Approved activities of NRLM-AAP for the year 2023-24.  
2.Announcement No:3 by the Hon'ble Minister of Youth  
Welfare and Sports Development, Government of Tamil  
Nadu made on the floor of the assembly on 30.03.2023.

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**Preamble**

*Facilitate to Graduate* will offer a combination of enterprise assessment, visioning, planning, and handholding to graduate 7,500 carefully selected Nano and Micro enterprises spread across 268 blocks in 36 districts of Tamil Nadu, thereby contributing to the growth of enterprises, incomes, and employment.

**Objectives**

The objectives of *Facilitate to Graduate* are:

1. **Select** 7,500 Nano and Micro enterprises spread across 268 blocks in 36 districts
2. **Support** selected enterprises with visioning, planning, access to finance, and handholding services
3. **Ensure** selected enterprises are facilitated to meet the 15-15-15 results matrix

## Target

*Facilitate to Graduate* aims to provide enterprise-strengthening services to 7,500 enterprises.

## Eligible Criteria

The 7,500 enterprises will be selected using a mix of criteria covering size, distribution, ownership, social empowerment and sectoral focus.

<b>Mix of Enterprises</b>	Nano Enterprises: 60% (4500 enterprises)	Micro Enterprises: 40% (3000 enterprises)
<b>Geographic Distribution</b> (No. of blocks = 268)	Nano Enterprises: 16/block	Micro Enterprises: 12/block
<b>Enterprise Ownership</b>	Owned by Members of Women SHGs: 66% Owned by Family Members of SHG Households: 33%	
<b>Sectoral Mix</b>	Manufacturing: 60%, Services: 20%, Trading: 20%	
<b>Social Empowerment</b>	SC: 18%; Minorities: 15%, ST: 1%, and Others: 66%	
<b>Vulnerability</b>	Single Women	
<b>Entrepreneur Age Group</b>	18-55 (SHG woman or SHG household member)	
<b>Enterprise Age</b>	Nano Enterprise: Minimum years of operation – 1  Micro Enterprise: Minimum years of operation – 2	

## Training

Following the steps of reflection, need assessment, and enterprise planning, the component will facilitate the enterprise strengthening inputs and activities:

1. Constitution of District-level Panel of Experts in Businesses, Production, Compliances, Marketing, Branding, Financial Management

2. Provision of Strengthening Services, by the TNSRLM team
  - a. Access to Finance: Selected enterprises will receive a customized package of handholding services and financing in the range of Rs. 50,000/- to 1,00,000/-
  - b. Additional Financial Linkages
  - c. Need-based Training
  - d. Follow-up Visits
  - e. Delivery of Strengthening Services, coordinated by Spearhead Team, leveraging the knowhow of the Experts

## **Fund Release**

Funds will be sanctioned & released based on the cluster identified & selected.

## **Monitoring**

- All records should be maintained properly by BLF/PLF/ SHGs.
- The Block Manager should inspect the shops twice in a month and APOs should inspect the registers every month and record the fact funding and submit the inspection report to the higher officials.
- The DMMUs should maintain a detailed register of all the Strengthening and extending support to 7500 Nano and Micro Enterprises let by SHGs
- The monthly progress report to Nano and Micro Enterprises let by SHGs
- Should be consolidated and submitted to TNCDW, Chennai before 5<sup>th</sup> of every month.

## **Timeline**

The following timeline and instructions should be adhered

<b>MONTH</b>	<b>ACTIVITY</b>
July 2023	<ol style="list-style-type: none"> <li>1. Preparatory Phase</li> <li>2. Orientation of District Teams</li> <li>3. Orientation of Block Teams</li> </ol>
Aug 2023	<ol style="list-style-type: none"> <li>1. Selection of Enterprises</li> <li>2. Finalisation of Enterprises</li> <li>3. Orientation of Entrepreneurs</li> <li>4. Entrepreneur Reflection</li> <li>5. Enterprise Need Assessment</li> <li>6. Planning for Enterprise Strengthening</li> <li>7. Scheduling of Grant Support</li> </ol>

September 2023	1. Enterprise Handholding 2. Enterprise Monthly Review 3. MIS Report
October 2023	1. Enterprise Handholding 2. Enterprise Monthly Review 3. MIS Report
November 2023	1. Enterprise Handholding 2. Enterprise Quarterly Review 3. MIS Quarterly Report
December 2023	1. Enterprise Handholding 2. Enterprise Monthly Review 3. MIS Report
January 2024	1. Enterprise Handholding 2. Enterprise Monthly Review 3. MIS Report
February 2024	1. Enterprise Handholding 2. Enterprise Quarterly Review 3. MIS Quarterly Report
March 2024	1. Enterprise Handholding 2. Final MIS Report

Hence, the Executive Order is issued for Strengthening and extending support to 7500 Nano and Micro Enterprises let by SHGs.

Encl: Guidelines

  
Managing Director/CEO  
TNCDW/TNSRLM

**To**  
The District Collector/ Chairman,  
All Districts.

**Copy to:**

1. The Principal Secretary to Government,  
Rural Development and Panchayat Raj Department,  
Secretariat, Chennai-9
2. The Project Director  
District Mission Management Unit  
All districts (except Chennai)

  
5/7/23