



# TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMILNADU UNDERTAKING)  
Anna Teresa Malagam, 1st Floor, Valluvarkottam High Road,  
Nungambakkam, Chennai - 600 034.

கலைஞர்  
100  
1924 - 2023

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

**Proc.No. TNCDW/602/2024-Marketing G1**

**Dated: 27.06.2024**

Sub: TNSRLM - National Rural Livelihood Mission -  
Implementation of Annual Action Plan 2024-25 -  
Announcement made by the Hon'ble Minister -Organize 25  
Apartment Bazaar - Instructions - issued - Reg.

Ref: 1. **Approved activities of NRLM-AAP** for the year  
2024-25.  
2. Announcement made by the Hon'ble Minister of Youth  
Welfare and Sports Development, Government of Tamil  
Nadu made on the floor of the assembly on 27.06.2024.

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## **ORDER:**

The Hon'ble Minister for Youth Welfare and Sports Department, Tamil Nadu made an **announcement (No.15)** on the floor the Tamil Nadu Legislative Assembly on 27.06.2024 for Organize 25 Apartment Bazaar.

"மகளிர் சுய உதவிக் குழுக்களின் உற்பத்தி பொருட்களை விற்பனை செய்ய 25 அடுக்குமாடி குடியிருப்புகளில் (Apartment Bazaars) 15 இலட்சம் ரூபாய் மதிப்பீட்டில் கண்காட்சிகள் நடத்தப்படும்.

சென்னை போன்ற பெருநகரங்களின் அடுக்குமாடி குடியிருப்புகளில் உள்ள வாடிக்கையாளர்கள் மத்தியில் மகளிர் சுய உதவிக்குழு உற்பத்தி பொருட்களை விற்பனை செய்ய மாவட்டத்திற்கு தலா 5 சமூக வளப் பயிற்றுநர்கள் உருவாக்கப்பட்டு, 25 அடுக்குமாடி குடியிருப்புகளில் 15 இலட்சம் ரூபாய் மதிப்பீட்டில் கண்காட்சிகள் நடத்தப்படும்".

TNSRLM supports the SHGs and to improve the Livelihood and standard of living to market their products periodically through exhibitions, bazaars, establishing kiosks, marketing complexes, e-marketing initiatives, etc. These marketing channels create avenues for selling SHG products and

improve marketing skills of the SHG members. To facilitate marketing of SHG products at district level, District Supply and Marketing Society (DSMS) have been established in 31 districts and to monitor the functioning of DSMS at State level, Tamil Nadu State Supply and Marketing Society (TNSSMS) has been established.

TNSRLM have taken various special initiatives for the livelihood activities of Self Help Groups across Tamilnadu. Organizing various exhibitions at State and District Levels, also organizing exhibition at College campus called College Bazaars in 150 colleges across the State. In the year 2024-25 taken an initiative to organized exhibition at Corporate and Industries campus for showcase and sale of SHG products among the Corporate people. This kind of marketing avenues provide huge opportunities to SHGs to involved B2B and getting bulk orders. Based on this success it has been proposed to organize 25 Exhibition at apartments called Apartment Bazaar at Chennai and other major cities.

### **Objectives**

- To create new marketing avenues to SHG sell their products.
- To promote "Mathi" brand name among the customers.
- To reach and delivered SHG products to customer at their place.
- To getting regular orders from Apartment households.
- To increase customers in Urban areas.

### **Target**

It is aimed to organize 25 Exhibition at apartments called Apartment Bazaar at Chennai and other major cities.

### **Eligibility Criteria**

#### **Selection of Apartment:**

- More than 100 household or Gated Community Apartments
- Preference given based on the interest received from Apartment Association.

- Apartment exhibition dates should be fixed during festival occasion or in the 1<sup>st</sup> week of salary month.
- A detailed advertisement in areas specific or local newspaper.

### **Selection of Products:**

- Quality, innovative, eco-friendly and locally made products / services high lighting our tradition, in affordable prices only should be approved for sales in bazaar.
- Handicrafts, Garments, Accessories, Fashion Jewellery, Gift Articles and Other Utility products that will appeal to the youth should be selected for display and sales in the bazaar.
- Food products of high quality with unique traditional taste, packed hygienically along with hot cook and serve items can be prepared and served. All foods packed and served should be properly FSSAI certified.
- SHGs producing different products should be included in the bazaar. Minimum 25 SHGs should be included from all over the district (of which a minimum of 5 SHGs from Urban areas) in each bazaar.
- Sufficient quantities should be produced in advance and kept ready for the bazaar. This requires intimation of the conduct of Bazaars, screening of items to be displayed in the Bazaar, etc. to be done at least a month in advance by the Project Director and the APO(LH), Manager, DSMS and DRP Non-Farm should inform all groups at least one month in advance to get all items ready except food products. Food products to be prepared only a couple of days before the event with quality packing along with FSSAI number.
- More opportunity to be given to SHGs who are promoting their own products
- Same SHGs being given the opportunity to participate in the bazaars to be avoided.
- SHG selection should be followed by existing SoP.



### **Timing**

- Apartment Bazaars should be organized for 2-3 days coinciding with the festival occasion or in the 1<sup>st</sup> week of salary month.
- It should be organized morning 10.00 am to 7.00pm.

### **Fund Release**

An amount of Rs.15.00 lakhs will be sanctioned for organizing 25 Exhibitions Rs.60,000/- per Apartments Bazaar.

### **Monitoring**

- Proper record maintenance for participating SHG and their products.
- Daily sales report to be obtained SHG wise and Product wise.
- Getting monthly requirement from the Apartment household for regular sale.

Hence, the Executive Order is issued for organizing 25 Exhibition at apartments called Apartment Bazaar at Chennai and other major cities.

  
Managing Director/CEO  
TNCDW/TNSRLM

### **To**

1. The Principal Secretary / Commissioner  
Greater Chennai Corporation  
Rippon Building, Chennai.
2. The District Collector/ Chairman,  
All Districts.

  
27/06/24

### **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.