



**TAMILNADU CORPORATION FOR DEVELOPMENT OF
WOMEN LTD.,**

(A GOVERNMENT OF TAMILNADU UNDERTAKING)
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1924 - 2023

Proceedings of the Mission Director, TNULM, Chennai -34

Present: TmT. Shreya P Singh IAS.,

Roc. No. 3614/2021/NULM 4

Date: 01-07-2024

Sub: TNCDW – TNULM- Budget Speech by Hon'ble Minister of Youth Welfare, Sports Development, Special Programme Implementation Department & Poverty Alleviation Programme and Rural Indebtedness-Announcement made out on the floor of Assembly on 27-06-2024-Setting up of MATHI Cafes 8 locations at Greater Chennai Corporation- Executive Order Issued-Reg.

Ref: Budget Speech Hon'ble Minister of Youth Welfare, Sports Development, Special Programme Implementation Department & Poverty Alleviation Programme and Rural Indebtedness, Govt. of Tamil Nadu in the Legislative Assembly on 27.06.2024.

Order:

In the reference cited, during the Budget speech, Hon'ble Minister of Youth Welfare, Sports Development, Special Programme Implementation Department & Poverty Alleviation Programme and Rural Indebtedness, Govt. of Tamil Nadu has made announcements that “**MATHI Cafe will be setting up in 8 locations at Greater Chennai Corporation**” in the floor of assembly on 27.06.2024.

Based on the announcements made by the Hon'ble Minister, the executive order is issued.

As per the announcement Hon'ble Minister of Youth Welfare, Sports Development, Special Programme Implementation Department & Poverty Alleviation Programme and Rural Indebtedness, Govt. of Tamil Nadu, it is planned to set up SHG CAFÉs in 8 locations at Greater Chennai Corporation.

The MATHI CAFÉs will be known for its unique combinations of healthy food and drinks with constant quality at affordable price. There is huge potential with plenty of business opportunities to start up cafes in the urban areas. In a survey, TNULM has found that there is enormous demand in government offices and public park areas to set up a café.

The prime aim of setting up of MATHI Cafe is to provide handholding support to the SHG members engaged in food vending activities. The cafe depending upon the location can prepare and sell tea/coffee, cool drinks and snacks etc.

This initiative will provide a sustainable income to urban poor SHG members and the social, economic status of more than 2000 families in the Greater Chennai Corporation.

Role of State Mission Management Unit (SMMU)

- ❖ The SMMU to prepare a comprehensive proposal for setting up of MATHI cafe.
- ❖ SMMU to guide the CCMMU to identify viable locations for setting up of MATHI cafe.
- ❖ The SMMU to engage an external technical agency for technical support in designing the model, capacity building to SHG members/care takers, marketing assistance and development of business proposals.
- ❖ SMMU to conduct periodical review meeting with external technical agency and CCMMU to streamline the implementation.
- ❖ SMMU to take appropriate action to extent the activity for all district.
- ❖ SMMU to monitor the functioning of the cafes and provide continuous technical support through City Livelihood Centre.
- ❖ SMMU to ensure timely release of salary o SHG members operating cafes in a timely manner through City Livelihood Centres.

Role of Chennai City Mission Management Unit (CCMMU)

- ❖ The CCMMU to identify 8 feasible locations in co-ordination with Greater Chennai Corporation.
- ❖ The CCMMU to identify eligible and interested SHGs to engage in setting up of MATHI CAFÉ, with the following criteria.
 - The women should be member of SHG for minimum two years.
 - The SHG should be assisted with Bank linkage.
 - The members should be engaged in food activity.
 - The activity group should be licenced with FSSAI certificate.
- ❖ The CCMMU to nominate a separate team to monitor the activity co-ordinate with State Mission Management Unit, TNULM.
- ❖ The CCMMU to organise trainings and exposures to the SHG members going to engage in MATHI CAFE.
- ❖ The CCMMU to prepare and send business development reports periodically to concerned authorities.

The Project Director, CCMMU is directed to implement and monitor the setting up of MATHI Cafe in 8 locations of Greater Chennai Corporation. CCMMU to conduct weekly basis review meeting with SHG member to update implementation. It is also directed to render necessary support to the SHGs members engaged in MATHI Café and to technical support agency to succeed the programme.



**Mission Director
TNULM**

Handwritten initials and date: VJS 01/03/2024

Handwritten number: 3/3

To

The Project Director,
Chennai City Mission Management Unit,
Chennai district.

Copy to:

The Principal Secretary to Government,
Rural Development and Panchayat Raj Department,
Secretariat, Chennai-9