



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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Nungambakkam, Chennai - 600 034.**

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1924 - 2023

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

Proc.No. TNCDW/267/2025-Marketing G1

Dated: 16.04.2025

Sub: TNSRLM - National Rural Livelihood Mission -
Implementation of Annual Action Plan 2025-26 -
Announcement made by the Hon'ble Deputy Chief Minister
**-To promote the sale of products made by Women's
Self-Help Groups, 25 exhibitions will be organized in
high-rise buildings and large establishments -**
Instructions - issued - Reg.

Ref: 1. Approved activities of NRLM-AAP for the year
2025-26.
2. **Announcement No 19** made by the Hon'ble Deputy
Chief Minister Government of Tamil Nadu made on the
floor of the assembly on 28.03.2025.

Tamil Nadu State Rural Livelihood Mission (TNSRLM) is committed to improving the livelihood and standard of living of Self-Help Groups (SHGs) by offering diverse opportunities to market their products. One of the key initiatives in this regard is the organization of exhibitions and bazaars in high-rise buildings and large establishments.

This innovative strategy is designed to directly showcase SHG products to apartment residents and corporate professionals, creating valuable business opportunities. These events provide SHGs with the chance to secure bulk orders, enhance their marketing capabilities, and broaden their market reach.

In addition to ongoing initiatives such as exhibitions at the state, district, and college campus levels, TNSRLM is now planning to organize 25 exhibitions in high-rise buildings and corporate organizations across major cities in Tamil Nadu during 2025-26. This initiative offers SHGs new platforms to engage with a broader audience and improve their economic prospects.

I. Objectives

a. To create new marketing avenues to SHG sell their products.

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- b. To promote "Mathi" brand name among the customers.
- c. To reach and delivered SHG products to customer at their place.
- d. To getting regular orders from Apartment households.
- e. To increase customers in Urban areas.

II. Target

It is aimed to organize 25 exhibitions at high-rise buildings and large establishments in the year 2025-26

III. Eligibility Criteria

1. Selection of Venue

- a. The venue must consist of more than 100 households or gated community apartments, or large establishments with at least 1,000 employees.
- b. Preference will be given based on the interest received from Apartment Associations and the Management of Corporates.
- c. The exhibition at apartment complexes should ideally be scheduled during festival occasions or within the first week of the salary month.
- d. Each exhibition will be equipped with necessary infrastructure, including stalls, display boards, and signage to highlight SHG products.
- e. A detailed advertisement should be published in local or area-specific newspapers to ensure maximum visibility.

2. Selection of Products

- a. Only quality, innovative, eco-friendly, and locally made products/services highlighting tradition at affordable prices should be approved for sale in the bazaar. Trading in commodities is strictly prohibited
- b. The bazaar should feature handicrafts, garments, accessories, fashion jewellery, gift articles, and other utility products that appeal to youth
- c. Food products must be of high quality, offer a unique traditional taste, and be hygienically packed. Hot cook-and-serve items are allowed, but all food items must be FSSAI certified
- d. A screening committee (members) shall be set up to evaluate the quality and appropriateness of the products for display at the exhibitions. Only those products that meet the set standards will be approved.

3. Selection of Participants

- a. SHGs producing different products should be included in the bazaar. A minimum of 25 SHGs, including at least 5 SHGs from urban areas, should participate in each bazaar.
- b. SHGs must produce enough of their products in advance. The Project Director, APO(LH), Manager, DSMS, and DRP Non-Farm should inform all SHGs at least one month in advance about the bazaar. For food products, preparation should be done a couple of days before the event with quality packing and the FSSAI certification number.
- c. Priority should be given to SHGs promoting their own products.
- d. Efforts should be made to avoid giving the same SHGs repeated opportunities to participate in the bazaars to encourage broader involvement.
- e. SHG selection for bazaars should follow the existing Standard Operating Procedures already communicated to the districts
- f. Pre-event training sessions will be organized for SHGs to improve their product display, customer engagement, effective communication skills for marketing and sales techniques. (who will conduct)

4. Selection of timing

- a. The event should be organized for 2-3 days, preferably coinciding with a festival occasion or during the 1st week of the salary month to ensure maximum footfall and engagement.
- b. The bazaar will operate from 10:00 AM to 7:00 PM each day.

IV. Monitoring and post event analysis

- a. Maintain proper records for all participating SHGs and their products to ensure transparency and accountability.
- b. Obtain daily sales reports, categorised by SHG and product, to track progress and performance
- c. Collect monthly demand requirement from apartment households to facilitate regular sales and ensure consistent supply.
- d. A feedback mechanism to be established to gather insights from participants, buyers, and organizers to improve future exhibitions.
- e. An analysis of the feedback will help to assess the overall success of the event and identify areas for improvement.

V. Responsibility

- a. The Project Director, APO(LH), Manager, DSMS, and DRP Non-Farm will be responsible for coordinating the exhibitions and informing SHGs one month in advance.

- b. Detailed advertisement campaigns will be conducted in local newspapers to promote the exhibitions.

VI. Way Forward

- a. For future endeavour, venues such as corporate offices, IT parks, malls and government buildings will be identified and necessary permissions will be obtained.
- b. A well-planned event calendar will ensure exhibitions are strategically scheduled around high-footfall periods like festivals and paydays.
- c. SHG members will be selected based on product variety and trained in stall management, customer engagement, and digital payments.

Hence, the Executive Order is issued for organizing 25 exhibitions at high-rise buildings and large establishments in major cities of Tamil Nadu.

Encl : Attachment

1. Guidelines on Apartment Bazaar
2. Target to the districts
3. Guidelines on Corporate Bazaar

Sd/-

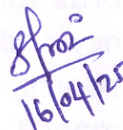
Managing Director/CEO
TNCDW/TNSRLM

//Forwarded by order//


Additional Director (LP)

To

1. The District Collector/ Chairman,
All Districts.


16/04/25

Copy to:

1. The Additional Chief Secretary to Government,
Rural Development and Panchayat Raj Department,
2. The Project Director
District Mission Management Unit
All districts.