



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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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/271/2025-Marketing G1 Dated:16.04.2025

Sub: TNSRLM – Implementation of Annual Action Plan 2025-26 –
Announcement made by the Hon'ble Deputy Chief Minister –
**Five business meetups will be organized at the state
and regional levels** to promote the sale of products made
by Self-Help Groups -Instructions - issued - Reg.

Ref: 1. Approved activities of NRLM-AAP for the year
2025-26.
2. **Announcement No 14** made by the Hon'ble Deputy Chief
Minister, Government of Tamil Nadu made on the floor of
the assembly on 28.03.2025.

To further enhance the livelihood and standard of living of Women's Self-Help Groups (SHGs), Tamil Nadu State Rural Livelihood Mission (TNSRLM) aims to provide better market access and improve the business opportunities for SHG entrepreneurs.

In line with TNSRLM's mission to support the marketing of SHG products through various channels such as exhibitions, bazaars, kiosks, and e-marketing initiatives, this year it has been proposed to facilitate 5 business meet-ups at both the state and regional levels.

These meet-ups will serve as a platform for SHG producers to sell their products and for SHG entrepreneurs to procure essential inputs for their enterprises. Additionally, these meet-ups will foster direct interaction between buyers and sellers, eliminating intermediaries and enabling SHGs to finalize business orders, including terms of purchase, delivery, and payment conditions.

This initiative, with a total cost of Rs. Two Crores, aims to promote business linkages, ensure fair trade practices and provide mutually beneficial opportunities for SHGs and buyers.

Objectives

- a. To provide an opportunity for Self-Help Group (SHG) producers to meet and sell their products directly to bulk buyers.
- b. To foster a better understanding between SHG producers and buyers thus encouraging long-term business relationships.
- c. To create new marketing avenues for the sale of SHG products in the open market at a higher level facilitating for an expanded reach
- d. To market SHG products under the unique 'Mathi' brand name, enhancing brand recognition and consumer trust.
- e. To promote cross-trading practices among SHG producers, facilitating exchange of products and resources.

Target

The five-business meet-ups will be organized at the state and regional levels, providing a platform for SHG women entrepreneurs to market their products on a large scale.

Process for organising

- a. The business meet-ups will be organized at both state and regional levels. One event will be held at the state level, and the remaining four will take place at regional levels, preferably in the cities of Coimbatore, Madurai, Trichy, and Tirunelveli.
- b. Participation from all districts will be ensured when the event is hosted within their respective regions, ensuring broad representation from various areas.
- c. The opportunity to participate will be extended to all eligible producers, including individual SHG members, SHGs, CLGs, mini clusters, FPOs, and PGs, ensuring diverse representation and promoting inclusivity.
- d. The business meet-ups will be organized in urban areas to maximize participation and engagement from more stakeholders, including bulk buyers, entrepreneurs, and other relevant participants.
- e. The selection process for participants (producers) will follow the established guidelines, ensuring fairness and transparency without any deviations.

Responsibility of the district team

- a. The livelihood team (APO LH, Manager DSMS, DRPs Farm and Non-Farm, BC, CRPs F, and Enterprise Promotion) from the districts will prepare a list of sellers and the quantity of products available for

sale. This data will be essential for identifying potential buyers from the open market.

- b. Information about the business meet-ups will be disseminated to all business federations at the state, district, and block levels to ensure wide reach and maximum participation (based on the area of the business meet).
- c. The District Collector of the hosting district will issue a detailed press release to announce the event, encouraging registration from both buyers and sellers. The District Market Management Unit (DMMU) will prepare and circulate a repository of buyers and sellers ahead of time, ensuring all stakeholders are informed and can plan accordingly.
- d. The hosting livelihood team will prepare a detailed calendar outlining the dates, locations, and other essential details, ensuring the smooth execution of the event.
- e. Monitor the progress of logistics, including venue arrangements, event setup, and necessary resources, to ensure that the meet-ups are conducted smoothly.

Training

- a. Necessary capacity-building training, to ensure preparedness, fixing competitive prices for their produce will be provided to selected product producers, Cluster Resource Persons - Enterprise Promotion (CRP-EP), and the concerned Business Managers (BM) and Business Coordinators (BC) to effectively organize and participate in the buyer-seller meet.
- b. This training will cover key aspects such as event management, product presentation, and sales techniques along with specific sessions on cross trading practices to facilitate exchanges between SHGs and identification of potential buyers for scaling up future business opportunities.

Fund

An amount of Rs. Two crores will be sanctioned for organizing 5 Regional Level Buyer-Seller meet-ups. The meet ups will be organize the potential districts of Tiruppur, Madurai, Chengalpattu, Krishnagiri and Trichy Districts.

The following fund will be sanction to district for organizing Regional Level Buyer –Seller meet

S.No.	Name of the Region	Participation Districts	Amount (Rs. in lakhs)
1.	Chengalpattu (State Level) (9 Districts)	Chengalpattu Chennai Kancheepuram Tiruvallur Vellore Villupuram Tiruvannamalai Cuddalore Kallakurichi	60.00
2.	Krishnagiri (6 Districts)	Krishnagiri Dharmapuri Salem Namakkal Tirupathur Ranipet	35.00
3.	Trichy (8 Districts)	Trichy Ariyalur Perambalur Pudukottai Thanjavur Nagapattinam Mayilathudurai Tiruvarur	35.00
4.	Madurai (9 Districts)	Madurai Theni Tirunelveli Tenkasi Ramnad Virudhunagar Sivagangai Thoothukudi Kanniyakumari	35.00
5.	Tiruppur (6 Districts)	Tiruppur Erode Coimbatore Nilgiris Dindugal Karur	35.00
	Total		200.00

The above fund will be released by SMMU to concern DMMU and in turn DMMU release to concern DSMS Regional Level Business meet have organized by concern District Supply and Marketing Society.

Monitoring and Plan of Action

- a. Manager, DSMS of all districts keep accurate records of all buyers and sellers, contacts, product lists, quantities, seasonal availability of products, rates quoted by seller and proposed by buyer, market rate, MoU signed etc for smooth coordination and future reference.
- b. District Resource Person Farm and Non-Farm to verify that sellers are guided in fixing competitive and fair prices for their products by comparing them to open market prices, maintaining price transparency and fairness in all transactions.
- c. Maintain a daily sales log during the event, recording all transactions, including buyer and seller details, product quantities, and amounts, to measure the success of the meet-up and identify areas for improvement.
- d. Signing of MoU (copy of MoU) to be attached
- e. It is essential to track the number of Memorandums of Understanding (MoUs) signed between SHG producers and buyers. This includes monitoring the status of these agreements, ensuring that terms are followed, and assessing the long-term commitments made.

Way Forward

- a. After the event, conduct a comprehensive review to assess the overall effectiveness, gather feedback from participants, and identify areas for improvement for future business meet-ups.
- b. Track key performance indicators such as the number of successful transactions, bulk orders, and new business relationships established during the meet-ups. This will help evaluate the event's impact on SHG enterprises.

Timeline

The following timeline and instructions should be adhered in organizing business meets at regional level from the time of receiving the Executive Order

- a. Organize a meeting with district-level federations, associations, and SHGs and CBOs (including individual SHG members, SHGs, CLGs, mini clusters, FPOs, and PGs) within 20 days
- b. DMMUs should identify potential sellers and buyers for the meet-ups within 30 days

- c. The DMMU is responsible for selecting the venue for the business meet within 35 days
- d. Proposal to be sent to HO within 40 days

Hence, the Executive Order is issued for the organizing business meet at regional level across the state.

Encl: 1. Guidelines
2. Model MoU

Sd/-

Managing Director/CEO
TNCDW/TNSRLM

//Forwarded by order//


Additional Director (LP)

To

The District Collector/ Chairman,
All Districts.

8/10/25
16/04/25

Copy to:

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