



**TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,**

**(A GOVERNMENT OF TAMIL NADU 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. Shreya P Singh, I.A.S.**

**Roc.No:264/25/G2/Marketing**

**Dated: 07.04.2025**

Sub: TNSRLM – National Rural Livelihood Mission –  
Implementation of Annual Action Plan 2025-26 –  
Announcement made by the Hon'ble Deputy Chief Minister –  
**Establishment of Mathi Experience Stores-** Executive  
Order - 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.

**ORDER:**

Tamil Nadu State Rural Livelihood Mission supports Self-Help Groups (SHGs) in improving their livelihoods and standard of living by helping them market their products through exhibitions, bazaars, kiosks, marketing complexes, and e-marketing initiatives. In addition, a permanent store has been established in the state to allow customers to buy SHG products all through the year.

To facilitate this, Mathi Experience Stores have been set up at the Mother Teresa Women's Complex within the premise of Tamil Nadu Corporation for Development of Women and at the Secretariat. These stores serve as platforms for SHG women from both rural and urban areas to showcase and sell their products. They provide customers with a hands-on shopping experience, helping SHGs secure bulk orders and expand their market reach.



Based on the above experience, in the year 2025-26, it is proposed to establish three Mathi Experience Stores within the state to further enhance market access for SHG products and provide year-round sales opportunities.

## **I. Objectives**

- a. To create new marketing avenues for SHGs to sell their products.
- b. To promote 'Mathi' brand and enhance its recognition among customers.
- c. To improve accessibility by delivering SHG products directly to customers.
- d. To secure regular bulk orders and establish B2B connections with corporate and bulk buyers.
- e. To expand the customer base in urban areas.

## **II. Target**

It is aimed at establishing three Mathi experience Stores at places where there is high footfall, preferably on the highways.

## **III. Selection of place**

- a. Districts with National Highways (NH) passing through their jurisdiction should identify and select land along highways with high potential footfall.
- b. Preference will be given to prime locations to ensure better visibility and easy accessibility.
- c. A space of at least 5,000 sq. ft. should be selected preferably with a larger frontage area abutting the road.
- d. The selected location should be suitable for expansion into an integrated business hub, including a Mathi Experience Store, Millet Café, EV charging point, kids' play area, and restrooms.

## **IV. Selection of CBO**

### **1. For running of the store, once construction is completed**

- a. DMMU should select one PLF/ALF for running the experience store
- b. The selected PLF/ALF should have interest in running the store and should be located within 3 to 4 km radius of the selected location.
- c. The PLF/ALF should choose minimum of 10 to 15 members willing to work.

## **V. Target and Fund Release**

- a. It is aimed at establishing three Experience store with the budget of Rs.50 lakhs per store
- b. The construction cost is **Rs.40** lakhs and the working capital is **Rs.10** lakhs



## 1. Construction

- a. Based on the drawing and estimate attached along with EO, site selection and land availability should be ensured.
- b. Overall elevation should remain as in drawing, however interior rack material may be modified from glass to wood.
- c. Estimate should be redone and should be approved by Collector. Major variation in the engineering part except the cost of interior materials is permitted. Unit cost should not exceed the value prepared in the rough estimate.
- d. The construction agency should be District Rural Development Department

## 2. Working capital:

- a. PLF/ALF should open a separate bank account for day to day transaction in the name of 'Mathi Experience store' with joint signatory by one member nominated by PLF/ALF and Manager, DSMS.
- b. DMMU should release the Rs.10 Lakhs for working capital to the account of Mathi Experience Store account  
Working capital as suggested in below table

SL.no	Particulars	Amount (RS. Lakhs)
1	Procurement of products from other DSMS ( this to be act as revolving funds for procurement of products)	5
2	Procurement of office accessories like Computer, billing printer, bar code machine, small weight machine, table, chair etc.	3
3	Operational cost for the running of the store	1
4	Advertisement, preparation of catalogue and brand promotion (short videos, digital poster etc..)	1
<b>Total</b>		<b>10</b>



## **VI. Monitoring**

### **1. Construction**

- a. While construction work is started, DSMS Manager should regularly visit the site and report to PD. APO(LH) should visit weekly once and identify if there are any issues that needs to be addressed.
- b. The Project Director should visit fortnightly and speed up the progress and monitoring to ensure the progress.

### **2. Day to day functioning**

- a. 5 members each from the selected CBOs to be trained on the managing of Experience Store for day to day activities
- b. Concerned DSMS to ensure procurement of products from other DSMS.
- c. DSMS should ensure utilisation of centralised software provided by State for billing and for placement of orders.

## **VII. Way Forward**

- a. Creating an inviting space where customers can not only shop but also relax, interact with SHG entrepreneurs, and enjoy traditional food.
- b. It will serve as a better platform for public to understand about the women enterprises promoted by the government.
- c. This will promote the brand as well as SHG products among customers
- d. Featuring success stories of SHG entrepreneurs in-store and through digital displays to educate and inspire customers.
- e. Hosting weekend events, cooking sessions, and SHG meet-ups to foster deeper customer interaction.

## **VIII. Timeline**

- Districts to select location before 20.4.25 and send the location to state along with the land details. (Location identified should not be a water course puramboke/abutting a waste dumping yard).
- SMMU to give approval for the proposal by 25.04.2025
- DMMU concerned should submit the proposal along with estimate that suits the site /place before 07.05.25
- The work should commence by 05.06.25
- The work should be completed before 31.08.25.

Attachment:

Estimate and Drawing

SoP on day to day operation will be issued separately.

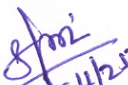
**SD/--**  
**Chief Executive Officer**  
**TNSRLM**

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**Addl. Director (RD)/**  
**Addl. CEO (LP)**

To

1. The District Collector/ Chairman,  
All Districts.

  
07/04/25

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.