



TAMIL NADU CORPORATION FOR DEVELOPMENT OF WOMEN LTD.,

(A GOVERNMENT OF TAMIL NADU UNDERTAKING)

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Proceedings of the Chief Executive Officer, TNSRLM.

Present: Tmt. Shreya P Singh, I.A.S.

Proc.No.TNCDW/262/2025-Mkt G1

Dated:09.04.2025

Sub: TNSRLM – State Rural Livelihood Mission –
Implementation of Annual Action Plan 2025-26 –
Announcement made by the Hon'ble Deputy Chief
Minister – **Uploading 1000 products in e-
commerce platforms** for promoting and
marketing of Self-Help Groups Products -
Instructions - issued - Reg.

- Ref: 1. Approved activities of NRLM-AAP for the year
2025-26.
2. **Announcement No.21**, made by the Hon'ble
Deputy Chief Minister Government of Tamil Nadu
made on the floor of the assembly on
28.03.2025.

The Tamil Nadu State Rural Livelihood Mission (TNSRLM) helps Self- Help Groups (SHGs) improve their livelihoods by providing various marketing opportunities such as exhibitions, bazaars, kiosks, and marketing complexes. Buyer-seller meets are also organized to connect SHG women directly with buyers and suppliers, allowing them to purchase inputs and finalize business deals without intermediaries.

To support these marketing efforts, District Supply and Marketing Societies (DSMS) operate at the district level, while the Tamil Nadu State Supply and Marketing Society (TNSSMS) oversees them at the state level.

With changing market trends and customer demands, digital marketing has become essential. To expand SHG products market share, it has been proposed to upload 1,000 products on various e-commerce platforms, ensuring better sales and wider market access.

I. Objective

1. To leverage technology in promoting the SHG products.
2. To create partnership with e-commerce platforms for expansion and promotion of SHG products in e-markets.
3. To explore new marketing avenues to boost sales of SHG products in open market.
4. To market the SHG products under the unique brand 'Mathi'.

II. Target

A total of 1,000 products will be uploaded on various e-commerce platforms, allowing SHG women entrepreneurs to reach a larger market and scale up their sales.

III. Process for uploading products

1. Identify SHG entrepreneurs & products by shortlisting market-ready items such as food, handicrafts, textiles, and wellness products. Conduct product audits to select suitable products for e-commerce platforms. Provide guidance on packing and branding and utilise the services of the Common facility centres (CFCs) to improve the packaging if needed.
2. Coordinate with e-commerce partners by collaborating with platforms like Amazon, Flipkart, Meesho, MathiSandhai, ONDC, BigBasket etc. to enhance the online presence and sales.
3. Organise the products at one place after auditing and the improvements and ensure tie ups with e-commerce platforms to ensure the maximum onboarding at one go.

IV. Responsibility of District Supply and Marketing Society

1. Manager, DSMS to register as a vendor on various e-commerce platforms.
2. Obtain GST registration for seamless onboarding.
3. To maintain product and producer details categorized according to the SHGs, Panchayat, block, various ULBs etc.
4. To maintain a master register of the products onboarded in various platforms.
5. DSMS to act as a fulfillment center for managing product logistics.

V. Training & Support

1. Organize pre-event workshops on Product listing, pricing, and catalogue creation, Packaging, labeling, and logistics management, Digital payment processing and compliance (GST, FSSAI).

VI. Advertising for Participation

1. Prepare a list of eligible SHG women, producer groups, and entrepreneurs who are actively involved in food processing and handicrafts.
2. Advertise through Panchayat Level Federations (PLFs) and SHG networks to spread awareness.
3. Share posters, voice messages, and short videos explaining the benefits of the camp.
4. Clearly mention eligibility criteria (e.g., active SHG member, engaged in product making, willing to participate in e-commerce).
5. Inform them about the required documents, such as FSSAI registration (if selling food items), GST (if applicable), Aadhar card for verification, Product photos for listing.
6. Highlight that the training is completely free of cost for participants.
7. Registration for participation to be done both Online and offline by developing a registration form along with the details of documents required for registration on MinMathi website or distribute a printed form for SHG members to register.
8. Collect data for easy uploading of products in the e commerce platform such as SHG member/enterprise name, Contact details, Product category & description, Certifications (FSSAI, GST, if applicable), Price, weight, and packaging details etc

VII. Arrangements for uploading

To streamline the process of uploading SHG products, a dedicated camp can be organized to provide hands-on support. This initiative will assist SHG women in listing their products in e-commerce platforms without any difficulty while ensuring high-quality product presentation, proper categorization with customer appeal

1. Place for conducting facilitation meet shall be in such a way that it is easily accessible to all SHG entrepreneurs.

2. Hall with adequate space arranged for smooth conduct of the programme.
 3. Community Resource Person (EP) should be assigned for guiding SHGs.
 4. Collect report of the products that has come for the camp.
 5. Organize district-level photography sessions where SHG members can bring products for a free photoshoot.
 6. Engage content writers to create attractive product descriptions highlighting USPs (organic, handmade, traditional).
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VIII. Products auditing

1. To showcase products physically to platform representatives.
2. Ensure all food products have FSSAI registration, product-specific certifications (e.g., organic certification for organic products).
3. Ensure that labelling includes product name, ingredients, manufacturing date, best before date, MRP, and required certifications.
4. Packaging should be secure, attractive, and e-commerce friendly (tamper-proof, leak-proof, lightweight).
5. Preference may be given to premium products and the final call on auditing has to be done by Project Director (Mahalirthittam) along with District Resource Person Farm and Non-Farm.

IX In house training

1. Conduct training on the day of the camp for SHG members who have registered their products which must give insights regarding
 - a. Working of e-commerce platform, how to promote their products online, handling queries, return policy, refund, reaction to feedbacks, uploading of videos and online promotions.
 - b. Understanding shipping, logistics, delivery and returns.
 - c. To guide on managing customer reviews, and optimizing listings.

X Fund Release

An amount of Rs. One lakh will be sanctioned to each district for organizing e-commerce facilitation camps, helping SHG

entrepreneurs showcase and promote their products on digital platforms.

XI. Monitoring

1. APO Livelihood, District Resource Person, Block Coordinator Livelihood and Community Resource Person Farm and Enterprise Promotion have to identify potential enterprises and the products and also organize e-commerce platform representatives.
2. The above-mentioned team should prepare a calendar for organizing e-commerce facilitation melas with the approval of Project Director.
3. The above-mentioned team should ensure wide publicity through advertisements and press releases with the approval of Project Director and District Collector.
4. Manager, DSMS should maintain a proper database of sellers and e-commerce representatives and this should be verified by Project Director.
5. Managers, DSMS should assist SHGs in SEO (Search Engine Optimization) with the help of technical experts.
6. Manager DSMS to ensure product availability at fulfillment centers to enable quick order processing and to ensure payment to SHGs / CBOs within a period of 7 working days

XII. Timeline

1. APOs in charge of livelihood components should identify potential products within 30 days from the issue of this Executive Order by utilising the effective coordination of enterprise promotion, farm and non-farm livelihood community resource personnels.
2. The potential products should be listed panchayat wise and category-wise and Project Director has to do a product auditing to ensure the present ability and quality of products.
3. Project Director along with DSMS manager has to ensure that Common Facility Centre(CFC) Services are effectively utilised to improve the product packaging and labelling.
4. Project Director has to conduct a meeting with e-commerce platform representatives for better coordination and convergence within 40 days from the issue of this Executive

Order.

5. Project Director has to organize district-level e-commerce facilitation melas within 60 days from the issue of this Executive Order, with participation from SHG members, SHGs, CLGs, Mini Clusters, FPOs, PCs, PGs etc.

Hence, this Executive Order is issued to facilitate the uploading of 1,000 products by Self-Help Group (SHG) members on various e-commerce platforms to enhance their market reach and sales.

Encl: Guidelines

Sd/-
Chief Executive Officer
TNSRLM

//Forwarded by order//


Additional Director (LP)

To

The District Collector/
Chairman,
All Districts.

8/10/25
09/04/25

Copy to:

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