



**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.**

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

**Proc.No.TNCDW/263/2025 –Marketing G1 Dated: 01.04.2025**

Sub: TNSRLM - National Rural Livelihood Mission -  
Implementation of Annual Action Plan 2025-26 -  
Announcement made by the Hon'ble Deputy Chief Minister -  
**Effort will be made to ensure the sale of products  
made by Women's Self-Help Groups worth Rs. 400  
crores** -Instructions –Executive Order- issued - Reg.

Ref: **1.** Approved activities of NRLM-AAP for the year  
2025-26.

**2. Announcement No.5** made by the Hon'ble Deputy Chief  
Minister, Government of Tamil Nadu made on the floor of  
the assembly on 28.03.2025.

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Women's Self-Help Groups (SHGs) play a crucial role in promoting rural entrepreneurship and economic empowerment. To enhance their livelihoods and ensure sustainable income generation, concerted efforts will be made to facilitate the sale of SHG products worth Rs. 400 crores.

Through a comprehensive marketing strategy that includes exhibitions, bazaars, kiosks, marketing complexes, and e-commerce platforms, SHG members will be provided with diverse opportunities to showcase and sell their products. These initiatives aim to strengthen their market presence, improve their business acumen, and create a robust ecosystem for SHG enterprises to thrive.

## **I. Objectives**

1. Enhance marketing and business skills among SHG members for sustainable enterprise growth.
2. Eliminate intermediaries, ensuring better profit margins for SHG producers.
3. Use digital platforms and retail networks to scale up sales and brand visibility.

## **II. Target**

The sale of products produced by Women's Self-Help Groups (SHGs) shall be facilitated to reach Rs.400 crores in this financial year (2025-26)

### **III. Plan for achieving the target**

- a. To achieve the target of Rs.400 crores in SHG product sales during the 2025-26 financial year, a structured action plan will be implemented with a focus on identification, capacity building, market expansion, and data-driven sales tracking.

#### **1. Identification of SHG Entrepreneurs & Products**

- a. To set the target by assigning specific sales targets to all districts based on their SHG production capacity and market potential.
- b. To do shortlisting of products through regular auditing to ensure quality and quantity products are available in the market. This will ensure creation of brand identity

#### **2. Data Capturing & Monitoring**

- a. Track real-time sales data from SHG members and Community-Based Organizations (CBOs) engaged in production through integrated software
- b. Develop a centralized sales dashboard for performance analysis and progress monitoring.

#### **3. Expanding Marketing Avenues**

- a. Establish new sales points beyond existing channels eg kiosks at schools, hospitals, corporate offices, and government institutions.
- b. Partner with apartment complexes, gated communities, and IT parks to set up periodic SHG sales melas.

### **IV. Role for District Supply and Marketing Society**

The District Supply and Marketing Society (DSMS) plays a crucial role in facilitating SHG product sales, ensuring efficient logistics, and expanding market opportunities. The Manager, DSMS will oversee and implement key activities to support SHG entrepreneurs and Community-Based Organizations (CBOs) in achieving the sales target assigned to the district.

- a. The Manager, DSMS will register SHG members as sellers on various platforms to expand market access.
- b. To maintain a comprehensive database of SHG members and CBOs involved in product manufacturing
- c. To regularly track sales performance and provide continuous handholding and guidance.

- d. To support SHGs in obtaining necessary certifications to standardize product quality, packaging, and labelling for broader market acceptance
- e. To facilitate SHGs and CBOs to utilise Common Facility centre for cost cutting in production.
- f. To ensure the premise of DSMS functions as a fulfillment center for logistics, storage, and packaging to streamline deliveries
- g. To facilitate SHG members and CBOs to participate in exhibitions, fairs, and trade shows
- h. To promote Mathi as a recognized SHG brand for ensuring proper marketing strategies, visibility and consumer outreach.
- i. To encourage cross-trading among SHGs by facilitating inter-SHG sales, enabling bulk procurement and supply-chain linkages to strengthen their businesses.

#### **V. Training & Support**

- a. Organize regular monthly / quarterly meeting with SHG entrepreneurs block wise to discuss the sale performance, market opportunities, upcoming events and customised support if necessary
- b. To organise e-commerce facilitation mela for uploading the premium products in e-commerce platforms.
- c. Organise district level technical training on marketing to 35 selected SHG members per district for intensive training to improve their sales, facilitate to get bulk orders (provision of AAP-25-26)
- d. Nominate SHG members to the various marketing workshops and exposure visit training for improving their marketing skills

#### **VI. Advertising for marketing of SHG products:**

- a. Utilize PLFs and SHG networks to spread awareness about various marketing avenues promoted by the Project like exhibitions, bazaars, e-commerce platforms, kiosks, fulfillment centers and the registration link for participation in exhibitions by SHGs (<https://exhibition.mathibazaar.com>)
- b. Share posters, voice messages, and short videos explaining the benefits of the various marketing avenues.
- c. Provide step-by-step guidance on participating in marketing exhibitions, fairs, and digital marketplaces.
- d. Create and manage DSMS account in social media like Facebook, Instagram, Twitter, Youtube etc and actively promote the products of the SHG and CBO by posting success stories, promotional offer, new product launches and unique value of the product etc from the districts

## **VII. Cross trading among SHGs and CBOs**

Cross-trading among Self-Help Groups (SHGs) is a strategic initiative to enhance market reach, diversify sales channels, and boost intra and inter district trade.

This approach is especially beneficial in Tier 2 and Tier 3 cities, where regional demand can be leveraged to increase sales and sustain SHG enterprises.

- a. Manager, DSMS to prepare a comprehensive list of SHG products available for cross trading and to assess demand and supply for the products.
- b. To further assess factors like volume, pricing, seasonal availability and provide detailed information on the product to SHG entrepreneurs and CBOs. May develop a catalogue, brochure with all details clearly documented.
- c. During various meet specially buyer seller meet to bring those identified products for sampling
- d. Issue letters to government offices, private institutions, corporate houses and retail chains informing them about SHG product availability and to procure directly from SHGs
- e. Address letters to various government departments informing them about various marketing avenues created by the project for sale of SHG products and to utilize the platforms for buying products they need.

## **VIII. Monitoring**

- a. District Resource Person (Farm & Non-Farm) to identify potential SHG and CBO sellers and facilitate their registration under DSMS. The compiled list of registered sellers to be handed over to Manager, DSMS for follow-up and further engagement.
- b. Manager, DSMS to maintain a comprehensive database of all registered sellers and update it regularly to maintain accuracy
- c. District livelihood team (APO LH, DRPs, BC, CRPs and Manager) to prepare an annual calendar for exhibitions, melas, bazaars to happen within district and outside district to ensure it is coordinated effectively.
- d. To ensure proper advertisements & press releases, approved by the District Collector on a regular interval, highlighting available SHG products and their sales points in their district. May use local newspapers, social media, posters, and radio announcements for promotion.

- e. Managers, DSMS should monitor the proper functioning of all marketing avenues, such as shops, Millet Cafés, and Mathi Express, to ensure their dynamic operation.
- f. To oversee maintenance of quality control by ensuring that products meet branding, packaging, and hygiene standards.
- g. Managers, DSMS to ensure day to day functioning of common billing system and submit the daily report to Project Directors.

## IX. Timeline

The following timeline and instructions should be adhered to achieve the sales target against the districts from the issuance of this Executive Order

- a. Blockwise targets should be issued within 7 working days
- b. Identification of SHGs, SHG members, CLGs, Mini Clusters, FPOs, and PGs should be completed within 30 days
- c. Register potential products by DSMS within 40 days
- d. Meeting for convergence and coordination with line department HODs, chaired by the District Collector, within 40 days

Hence, this Executive Order is issued to ensure efforts are made to achieve the sale of products produced by Women's Self-Help Groups (SHGs) worth Rs.400 crores.

Sd/-  
Managing Director/CEO  
TNCDW/TNSRLM

//Forwarded by order//

  
Additional Director (LP)

## To

The District Collector/ Chairman, All Districts.

## Copy to:

1. The Additional Chief Secretary to Government,  
Rural Development and Panchayat Raj Department  
Secretariat, Chennai -09.
2. The Project Director  
District Mission Management Unit  
All Districts

