



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.,

Roc. No. TNCDW/352/2024-PC1

Dated:15.04.2025

Sub: TNCDW – TNSRLM – Partnership & Convergence –
Announcement made by the Hon'ble Deputy Chief Minister on
the floor of the Legislative Assembly on 28.03.2025 –
Implementing Tamil Nadu Inclusive Livelihood Programme at
a cost of Rs. 25 Crore – E.O. issued - Reg.

Ref: 1. Annual Action Plan 2025-26 under NRLM.
2. Announcement No.09 made by the Hon'ble Deputy Chief
Minister on the Floor of the Legislative Assembly on
28.03.2025

Order:

The Hon'ble Deputy Chief Minister, Tamil Nadu, while moving the demand for the Rural Development Department for the year 2025 - 26 on 28.03.2025 had announced (Announcement No. 09) on the floor of the Tamil Nadu Legislative Assembly as follows:

“திருவண்ணாமலை மற்றும் விழுப்புரம் மாவட்டங்களில் உள்ள நான்கு வட்டாரங்களில் வறுமையை ஒழிக்கும் விதமாக 6,000 மிகவும் ஏழை மற்றும் நலிவுற்ற குடும்பங்கள் அடையாளம் காணப்பட்டு 25 கோடி ரூபாய் மதிப்பீட்டில் நிலையான வாழ்வாதார நடவடிக்கைகள் மேற்கொள்ளப்படும்”.

Tamil Nadu State Rural Livelihood Mission (TNSRLM) has got an approval under Innovation Fund from DAY-NRLM, MORD for implementing Tamil Nadu Inclusive Livelihood Programme by covering 6000 Poorest of the Poor Households in four blocks of Villupuram and Thiruvannamalai districts for a period of three years on a pilot basis. In continuation to the above announcement, TNSRLM is committed to fulfil the above announcement by identifying 6000 vulnerable, poorest of the poor households and provide livelihood assistance by way of Asset transfer, insurance coverage for the participant member, honorarium support to the

graduation coaches with a budget outlay of Rs25 crore during the year 2025-2026.

The Programme Objective

The Tamil Nadu Inclusive Livelihoods Programme (TNILP) aims to build self-confidence, social inclusion, and prosperity via inclusive livelihoods for the most vulnerable populations. "Inclusive livelihoods" implies a multifaceted set of interventions for vulnerable households.

The programme's objective is to enhance the quality of life and increase economic and social empowerment of Poorest of the Poor households in two districts of Tamil Nadu to promote inclusive livelihoods opportunities.

The TNILP aims to target and reach out to 6000 households which includes marginalized groups, including Particularly Vulnerable Tribal Groups (PVTGs), Scheduled Castes (SC), Scheduled Tribes (ST), Women-headed households, and Person with Disabilities (PwD), primarily in Vanur and Gingee Blocks of Villupuram district and Kalasapakkam and Jawadhu Hills Blocks of Tiruvannamalai district in Tamil Nadu.

This programme shall be implemented by TNSRLM with the lead partner BRAC international and the Technical Partner i.e., Professional Assistance for Development Action (PRADAN).

The TNILP Programme implementation guidelines

The TNILP aims to improve the livelihoods of the Poorest of the Poor (PoP) HHs through graduation approach as per the following guidelines;

Targeting of Poorest of the Poor Households (PoP)

- Identification of PoP households shall be done by collating the very poor and vulnerable households as per PIP data of TNSRLM which was conducted during the year 2022-2023 with CMTS data collected through APP.
- The probable list shall be generated from the above steps and CBOs (PLF) shall be involved to identify the most vulnerable households i.e., PoP households. If needed CBOs shall conduct Focus Group Discussion to identify the left out PoP HHs and prioritise the list panchayat wise.
- The prioritised households shall be verified through Poverty Assessment Tool by Community Resource Persons (CRPs). Based on the ranking priority the PoP HHs shall be put up to Grama Sabha for approval.

- The above process shall be executed by the Project Director by assigning the responsibility to the Block Mission Manager to facilitate the targeting process. Further, the identified PoP HHs list shall be submitted to the CEO TNSRLM for the final approval and fund release to the 2 districts.

Selection of Master Resource Persons (MRPs)

- The Project Director (DMMU) shall entrust the responsibility to Block Level Federation (BLF) for the selection of committed and experienced community cadres as Graduation coaches/Master Resource Person and engage her/him for every 30 households to implement the project.
- In case of Jawadhu Hills block due to difficult terrain and geographic isolation of villages, one MRP will be given responsibility to coach / train and monitor for 20 HHs. MRP will be paid the honorarium of Rs5000/month in the year 2025-2026.
- The MRP's job role, performance review and monitoring shall be the responsibility of BLF and this would be monitored by BMM and reviewed by Project Director fortnightly and monthly with the support of PRADAN Block Co-ordinators and District Co-ordinators.

Trainings and orientation to the project staff

- Orientation trainings (Residential and Non Residential) shall be given to the project staff at block and district level with the support of SPMU PRADAN team, BRAC International and TNSRLM at the district level during the year.

Trainings to MRPs

- Sequence of residential and non-residential trainings for MRPs shall be given during the year by the training co-ordinator placed by PRADAN.

Profiling of selected PoP HHs

- A detailed households profiling shall be undertaken by the MRPs by visiting every household. This profiling would be done through digital app to be developed exclusively for TNILP.

Vision Building training to Participants

- Participants confidence, aspirations building would be facilitated through interactive trainings by the training co-ordinators placed by PRADAN. Household level goal setting would be facilitated to

the participants for channelising and sequencing their livelihood activities. The goal setting would be done by MRPs with the support of BCs and BMM and monitored by the DMMU and PD,TNSRLM.

Interventions for Poorest of the Poor Households

Based on the goal setting of the HHs, the interventions will be planned to improve their livelihood conditions. These include 2 major activities:

- a. To link them to social security benefits and other entitlements of the state and central including insurance by assessment of their basic needs.
- b. Confidence building of these households for taking up multiple livelihood activities along with relevant asset transfers, financial literacy, savings, organised them into groups, nutrition, health and social empowerment through community engagement.

To fulfil the above interventions the following activities shall be performed by the MRPs with the support by SRLM.

a. Social Security Benefits

- All the identified participants shall be linked to social security insurance services in order to protect them from life risk, accidental risks.
- Assisting the HHs to avail the other convergence schemes shall be facilitated by the MRPs with the support of BMM and District Co-ordinator. It shall be reviewed and convergence support shall be given by the Project Director.

b. Livelihood Interventions

i). Village level livelihood mapping and planning

Mapping of existing livelihoods undertaken by the people at the village level would be captured by MRPs, BCs and PRADAN. This would include capturing of the resources inflow and outflow, linkages available etc; help

ii).Block and District level livelihood mapping

Mapping of cluster based activities, resources, linkages, institution support services would be done by the BMMU,DMMU with the support of block and district co ordinators of PRADAN.

This would be developed through digital form at the time of livelihood planning for the households.

iii). Developing Household level Micro Plan for PoP HHs

- Household members livelihoods skills, assets, experiences, aspirations/ interests to undertake the livelihoods activity would be mapped and it shall be captured in the digital form.
- The HHs level livelihood micro plan would be executed by BMM and reviewed by the Project Director. The proposal will be shared and approved by the Panchayat Level Federations.
- Based on the livelihood planning approved by the PLF, preparatory steps would be supported to the HHs by MRPs for commencing the activity.
- Preparatory support are listed as - trainings needed/attended, Skill orientation done, shelter/space, Market linkages identified. This shall be supported by the BMM, BC and DC (PRADAN).

iv)Productive Asset Transfers

- PLF would provide support in creation/procurement of assets. MRPs would do follow up and support for Asset maintenance, Inputs supply, linkages, financials, Risk coverage and Trainings.
- To the extent possible for collective activities, it would be linked with producer groups/marketing groups to avail services.
- The progress of income generation through the livelihood/ asset, climate adaptation mechanisms would be recorded and follow up would be done by MRPs with the constant supervision of BMM, APOs .
- The Project Director, TNSRLM shall ensure that the fund transfer to the PLFs for the HH level asset creation.

v)Diversification of activity

- MRPs with the support of PLF, BLF and BMM shall assess the livelihoods needs at household level. It could be for financial needs and training needs or Bank Linkage support.
- Further, the assistance would be facilitated through SHG support for loan, producer groups services for linkages etc; This would be executed by DMMU with the active participation of APO(LH) and PD, TNSRLM.

Enrolled in SHGs/Affinity groups/ Producer Group:

The HHs participants will be facilitated to become a member in the existing SHGs or from new SHG in the second year of programme interventions to avail financial services such as savings, loan and insurance services regularly.

Facilitate access to Health and Nutrition benefits:

The participants shall be given orientation training on Health, Nutrition, Gender, MHM and Mental Health with the facilitation of developing household level goals in accessing the health services and benefits through convergence schemes. This shall be guided by MRPs with the support of BMM.

Role of PLF:

- i. Verification of the prioritised HHs list and submit to Gram Panchayat for approval,
- ii. Timely asset transfer to the households
- iii. Timely facilitation through convergence of schemes to the households in need
- iv. Maintenance of Records like Cash Book, Resolution Book, General Ledger etc.,
- v. Monitoring the performance of MRPs/coaches and target households progress

Role of Block Level Federation(BLF):

- i. Responsible for selection and placement of MRPs for assigned HHs in the Village Panchayat
- ii. Review and monitoring of MRPs

Role of MRPs:

- i. Responsible for 30 HHs to give handholding support for improving their livelihoods, socio economic conditions of the family.
- ii. Profiling of PoP HHs
- iii. Support PoP HH through microplanning
- iv. Livelihood planning, support for livelihoods activities, facilitate linkages and coaching
- v. HHs level tracking the progress of livelihoods and reporting

Role of BMM and BC

- i. Oversee the Prioritisation, verification process in all PLFs, Village Panchayats
- ii. Ensure the trainings, asset transfer/ asset creation through PLF and other livelihoods assistance,
- iii. Convergence of all Govt. Schemes of the various line departments i.e., RD, Agriculture, Horticulture, Revenue etc., to the targeted HHs
- iv. Review and monitoring of MRPs along with BLF

Role of Project Director, TNSRLM

- i. Overall responsibility at the district to ensure the programme implementation
- ii. Provide support and monitoring the block BMMs, BLFs, PLFs support to the targeted HHs.
- iii. Block team orientation and monthly work plan preparation, review, monitoring
- iv. Tracking the households and MRPs (Graduation Coaches) performance.
- v. Establish linkages of target Households within the TNSRLM key thematic interventions, govt. schemes/programmes and other stakeholders
- vi. Timely fund disbursement and productive asset transfer.
- vii. MIS updation, monthly review of progress of BMMU, MRPs and Record keeping.
- viii. Conduct of periodical review meeting with APOs, BMMs and BC on progress of the activities.
- ix. Reporting to SMMU / HO, TNCDW.

Monitoring and Supervision: All aspects including targeting of the PoP HHs, quality selection of MRPs, HH level progress tracking, MRPs performance, Quality of trainings, Asset Creation for the HHs, Convergence schemes assistance to HHs, outcome indicators like increase in income, savings, food and nutrition intake, asset growth shall be monitored concurrently by digital MIS system and management. The TNILP-specific MIS shall be integrated with existing TNSRLM MIS.

Implementation plan 2025-26

During the year as per the AAP, the following plan of activities shall be accomplished;

District and Block wise Physical plan for the year 2025-2026

Particulars	Year (2025-26) (Physical Plan)	Thiruvannamalai District (Physical Plan)		Villupuram District (Physical plan)	
		Jawadhu Hills (HHs)	Kalasappakkam (HHs)	Gingee (HHs)	Vanur (HHs)
Enrollment of Participants	6000	2000	1000	1750	1250
Productive Asset Transfers(first tranche) @ INR 35,000 (average) per participant	6000	2000	1000	1750	1250
Insurance for program participants @ INR450 per participant	6000	2000	1000	1750	1250
Special Initiatives (Group Enterprises & Climate Adaptation Solutions))		25			25
No of PP HHs linked with at least 2 entitlements	4800	1650	750	1400	1000
MRPs selection	234	100	34	58	41
Honorarium to MRPs	234	100	34	58	41
Trainings to MRPs(Residential(6days) and Non Residential (6days)	234	100	34	58	41
Trainings to the participants Residential (6 days), Non Residential(6 days)	6000	2000	1000	1750	1250

Trainings to block, dt staff (Residential 3 days and Non Residential 3 days) Nos	60	15	15	15	15
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The district wise block wise targeting of PoP HHs, SOP for identification of PoP HHs, SOP for selection of MRPs is given in the Annexure 1.

Enclosure:

1. SOP for Identification Households
2. SOP for selection of MRPs

Sd/-
Chief Executive Officer
TNSRLM

//Forwarded by Order//

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Addl. Chief Executive Officer (SISD)
TNSRLM

S.S. Sathya (15/10/25)

To,
The Project Director
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Villupuram and Tiruvannmalai Districts.