



ABSTRACT

Industries – TANCEM - Amma Cement Supply Scheme – Supply of Cement to lower and middle income group at a concessional rate of Rs. 190/- per bag- Modalities and Guidelines for implementation – Orders –Issued.

Industries (MID.2) Department

G.O. (Ms) No.188

Dated: 11.12.2014

விஜய, கார்த்திகை, 25,
திருவள்ளூர் ஆண்டு 2045.

Read:

1. G.O.(Ms) No.3, Industries (MID2) Department, dated 14.1.2008.
2. G.O.(Ms) No.29, CF&CP Department, dated 15.2.2008.
3. G.O.(2D) No.27, Industries (MID2) Department, dated 28.6.2008.
4. G.O.(2D)No.38, Industries (MID2) Department, dated 29.8.2008.
5. G.O.(Ms)No.120, Industries (MID2)Department, dated 24.8.2010.
6. G.O.(Ms)No.141, Industries (MID2) Department, dated 1.10.2010.

Read also:

7. From the Managing Director, TANCEM Letter No. TANCEM / Mkg / Government Scheme / 2014 dated 7.2.2014.
8. From the Managing Director, TANCEM, Letter No. TANCEM / Mkg / Amma Cement Scheme / 2014, dated 26.9.2014.

ORDER:

In the G.O. first read above, orders were issued for procurement of 1,00,000 MTs of cement per month by Tamil Nadu Civil Supplies Corporation Ltd.(TNCSC) from the private cement manufacturers for distribution to general public at a concessional price of Rs. 200/- per bag of PPC. It was further ordered that maximum of 100 bags of cement shall be supplied to the persons who are constructing houses not exceeding 1000 sq. ft. subject to production of documents such as allotment order

from the Head quarters Deputy Tahsildar, approved building plan, inspection of site by the revenue inspector etc. In the Government order third read above, the procedure for distribution of cement to Public at concessional rate was relaxed and it was ordered that 100 bags of cement at concessional rate would be supplied to the public on production of ration card by the person without insisting for production of approved building plan or allotment order of the Revenue authorities. In the G.O. fourth read above, the quantum of cement was increased from the level of 100 bags to 400 bags for construction of houses upto 1000 sq. ft.

2. Subsequently, Government reviewed the implementation of the scheme and in the G.O. fifth read above, ordered that the existing quantum of supply of 400 bags of cement for construction of houses upto 1000 sq. ft. be increased to 600 bags of cement for construction of houses upto 1500 sq. ft.

3. In recent times, the price of cement in Tamil Nadu has been consistently high owing to various factors causing hardship to general public, particularly lower and middle income groups. The Government has been exploring various options to contain the cement price in open market so as to safeguard the interest of this section of public. In order to mitigate the hardship faced by lower and middle income group, Hon'ble Chief Minister announced on 26.9.2014 that "Amma Cement Supply Scheme" would be implemented for providing cement at a concessional rate of Rs.190/- per bag.

4. Consequently, in the letter eighth read above, the Managing Director, Tamil Nadu Cements Corporation Ltd.(TANCEM) has sent a detailed proposal involving Rural Development and Panchayat Raj Department and TNCSC towards implementation of the "Amma Cement Supply Scheme" and requested for the approval of the Government for launching the "Amma Cement Supply Scheme".

5. After careful examination of the proposal, Government hereby order launching of "Amma Cement Supply Scheme". The modalities of the scheme are as follows:

(A) SCHEME

- (i) The scheme shall be called as "Amma Cement Supply Scheme". Under the scheme, the lower and middle income group of general public shall be supplied cement at a concessional rate of Rs.190/-(Rupees one hundred and ninety only) per bag to the Public in order to mitigate the hardship faced by them.

- (ii) To avail benefit under the scheme, the following eligibility criteria is prescribed:

Criteria	Scheme
Proof of document	Approved plan or an authorization letter from Village Administrative Officer/ Revenue Inspector/ Overseer/ Road Inspector of Rural Development and Panchayat Raj Department.
Repair of building	Minimum 10 bags – Maximum 100 bags.
House construction Maximum of 1500 Sq.ft.	Upto 500 Sq.ft.- 250 bags
	501 - 1000 Sq.ft. – 500 bags
	1001 – 1500 Sq.ft. – 750 bags
	@ 50 Bags per 100 Sq.ft.

- (iii) The Scheme shall cover the entire State at Block level, Town Panchayats, Municipalities and Corporations.
- (iv) Houses constructed under the Chief Minister's Solar Powered Green House Scheme and "Indira Awaas Yojana" shall also avail the benefit under this "Amma Cement Supply Scheme".

(B) MODALITIES OF THE SCHEME

- (i) TANCEM shall be the Nodal Agency for implementing the scheme and shall procure 2,00,000 MTs of PPC cement per month from the seven designated Private Cement Manufacturers in Tamil Nadu as listed in the annexure to this order at the rate of Rs.185/- (Rupees one hundred and eighty five only) per bag (50 Kg) inclusive of ED, VAT, freight and unloading charges.
- (ii) The Cement bag shall be in different colour/format to show the difference between the normal retail cement and the "Amma Cement Supply Scheme".
- (iii) TANCEM shall effect the sale by billing at Rs.190/- (Rupees one hundred and ninety only) per bag to the public including VAT. The additional expenses towards loading and transportation of cement bags to the construction site shall be borne by the buyers. TANCEM shall be responsible for release of Purchase Order and making payment to the Private cement Manufacturers.

(C) ROLE OF PRIVATE CEMENT MANUFACTURERS

- (i) The seven private cement manufacturers in Tamil Nadu shall supply cement based on their production capacity as annexed to this order. They shall raise the invoice in the name of TANCEM, Chennai. Each cement company shall appoint a Nodal Officer for co-ordination with Departments involved in the supply and distribution of cement.

6. The Government hereby prescribe the following Procedure to be followed by Tamil Nadu Cement Corporation Ltd.,(TANCEM) Rural Development and Panchayat Raj Department (RD&PR)and Tamil Nadu Civil Supplies Corporation Ltd. (TNCSC) to implement the Scheme:

- (i) The Assistant Director-Audit, Rural Development and Panchayat Raj Department and the SRM/RM-TNCSC shall be responsible at District level as authorities to implement and co-ordinate smooth functioning of the scheme in their respective district godowns.
- (ii) The existing godowns and manpower of RD&PR Department in 250 blocks and the existing godowns and manpower of TNCSC in 220 locations shall be utilized for the implementation of the scheme. In addition to the above, the shops of District Supply and Marketing Societies under the control of Tamil Nadu Corporation for Development of Women (TNCDW) shall be utilized for stocking a quantity upto 400 bags and effect sale.
- (iii) RD&PR Department and TNCSC shall provide in each godown, one godown in-charge, one person to assist him, a weighing machine, a computer with internet connection, a printer, furniture, telephone connection and stationery materials.
- (iv) The godown in-charge under the control and supervision of AD-Audit/SRM/RM TNCSC shall be responsible for receipt and stocking of cement bags in good condition and effect sale of cement to the public.
- (v) A Name Board of "Amma Cement Supply Scheme" shall be fixed at the top of the godown entrance. In addition, the godown in-charge shall display a board containing details of selling price, stock position, previous day sales and cumulative sale of the cement in the month etc., at a conspicuous place at the entrance of the godown.

- (vi) The cost of cement would be collected by the godown in-charge from the consumer in advance @ Rs.190/- per bag inclusive of all in the form of account payee demand draft drawn in favour of Tamil Nadu Cements Corporation Limited, Chennai, from any Nationalized/Scheduled banks. The consumer shall also be permitted to pay cash (for the purchase of value of cement up to Rs.19,000) in the local branch of Nationalized Bank/Scheduled Bank identified by Tamil Nadu Cements Corporation Limited(TANCEM) for which cement will be issued on confirmation of remittance. The release of cement to the consumer should strictly be on seniority basis by maintaining a Seniority Register. The godown in-charge should ensure that a minimum cement stock based on the average off-take to be maintained, to assure continuous sale to the public.
- (vii) The Demand Draft collected should be remitted into the Bank by the godown in-charge on the very next day of receipt, in the TANCEM Bank Account.
- (viii) All the Registers and documents shall be maintained both in the computerized formats and manually in godowns and by the district level office of AD-Audit RD&PR/SRM-RM, TNCSC. Hence, the overall supervision of scheme work is monitored by the above officers.
- (ix) For the goods received and sales made during the week (Saturday to Friday) the godown in-charge shall consolidate the Consignment Receipt Certificate (CRC), sales report and forward the same to AD-Audit RD, SRM/RM TNCSC by every Friday evening.
- (x) The AD/ Audit-RD/SRM/RM TNCSC shall consolidate sales report and copies of Consignment Receipt Certificate (CRC), received from their respective godowns and forward the documents /reports to TANCEM, Chennai on every Monday.

PROCEDURE TO BE FOLLOWED BY TANCEM

- (xi) The TANCEM shall issue purchase orders (PO) fortnightly to Private Cement Manufacturer on 5th and 20th of every month. In order to release the Purchase Order in time, the AD-Audit RD, SRM/RM TNCSC will consolidate their requirements and forward their indents to TANCEM on 1st and 15th of every month.

- (xii) TANCEM shall consolidate the bills received both from Private Cement Manufacturers and CRCs from AD-Audit RD, SRM/RM – TNCSC and release payment.
- (xiii) TANCEM shall open an exclusive Bank Account to process and settle payment in time to the Private Cement Manufacturers.
- (xiv) A separate on-line facility shall be introduced by TANCEM for placing orders and transfer of funds and public would be given a Toll-free Number to register their feedback and issues if any.
- (xv) To commence the scheme, initially TANCEM shall allot cement District wise based on 2011 census and subsequently on demand.

7. The Government hereby prescribe the following monitoring mechanism to implement the "Amma Cement Supply scheme":

- (i) To implement the scheme TANCEM shall create a 'Scheme Monitoring Cell' (approved by TANCEM Board) in the Corporate Office, Chennai as well as deploy required manpower in the districts to co-ordinate with the AD-Audit RD, SRM/RM - TNCSC.
- (ii) In the shops owned by the Marketing Societies, the District Supply and Marketing Societies of the Tamil Nadu Corporation for Development of Women shall entrust the actual supply of cement to the consumers by Panchayat level Federations designated for this purpose, by the District Collector. The shops would stock a quantity of 400 bags with the restriction of selling maximum of 50 bags/person at a time.
- (iii) At the State Level, the scheme will be monitored by the Managing Director, TANCEM; Managing Director, TNCSC and Director, RD&PR who will co-ordinate and review the scheme periodically.
- (iv) The District Collector is the District Level Scheme Monitoring Authority to monitor the scheme by conducting periodical reviews in the District.
- (v) In the Sub-Divisional level, the scheme will be monitored by the Sub-Collectors/Revenue Divisional Officers, Deputy Registrar of Co-operatives, Assistant Director Panchayat and TANCEM Regional Managers. These officers shall inspect the godowns during field visits.

8. The Government further direct that the operational expenses shall be shared on the following pattern:

The Additional VAT on second sales at the rate of 14.5% for the difference amount of Rs.5.00 which is Rs.0.63 shall be borne by TANCEM. In the remaining amount of Rs.4.37 per bag, TANCEM shall retain Rs.0.87 per bag to meet scheme monitoring administrative expenses and the balance amount of Rs.3.50/bag shall be passed on to the TNCSC and RD & PR Department based on actual sale of cement bags.

9. The District Collectors are directed to give wide publicity to this scheme and its modalities to the notice of general public in their respective districts. They are further directed to ensure smooth implementation of the scheme.

10. The Departments concerned with the implementation of the scheme shall issue separate orders in respect of their roles and other issues separately if need be.

11. This order issues with the concurrence of the Finance Department vide U.O. No. 67863/Ind/2014 dated 11.12.2014.

(BY ORDER OF THE GOVERNOR)

C.V. SANKAR
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT

To

The Principal Secretary to Government,
Co-operation, Food and Consumer Protection Department,
Chennai -9.

The Principal Secretary to Government,
Rural Development and Panchayat Raj Department,
Chennai - 9.

The Secretary to Government,
Revenue Department, Chennai 9.

The Principal Secretary to Government,
Municipal Administration and Water Supply Department,
Chennai -9.

The Managing Director,
Tamil Nadu Cements Corporation Limited,
Chennai -2.

The Commissioner of Rural Development and
Panchayat Raj Department, Chennai - 15.

The Managing Director,
Tamil Nadu Civil Supplies Corporation Ltd,
Kilpauk, Chennai-10.

The Managing Director,
Tamil Nadu Corporation for Development of Women,
Chennai - 34.

All Departments of Secretariat, Chennai - 9.

All District Collectors.

Copy to:

Hon'ble Chief Minister's Office,
Chennai - 9.

Private Secretary to Chief Secretary,
Chennai - 9.

The Private Cement Manufacturers concerned,

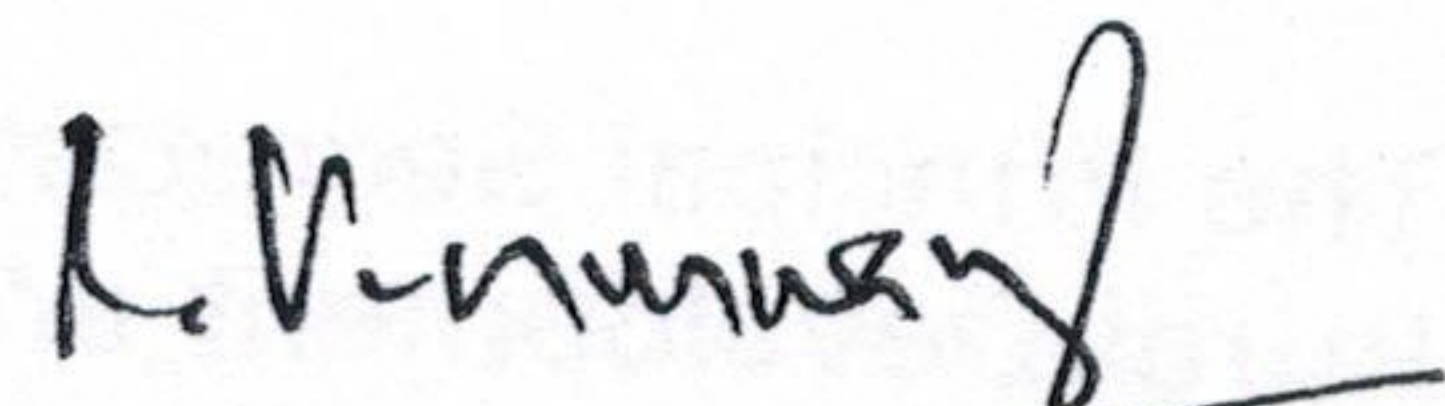
All Sections in Industries Department,
Chennai-9.

Finance (Industries /BPE) Department,
Chennai-9.

The Accountant General, Chennai-18/35.

SF/SC.

//FORWARDED BY ORDER//


SECTION OFFICER
DG
11/12/2014

**ANNEXURE To G.O.(Ms) No.188, Industries (MID.2)
Department, dated 11.12.2014**

LIST OF PRIVATE CEMENT MANUFACTURERS IN TAMIL NADU WHICH SUPPLY CEMENT TO THIS SCHEME AND THEIR PRODUCTION CAPACITY ARE AS GIVEN BELOW:

Private Cement Manufacturers	Production Capacity (MTS in Lakhs)
M/s.Ramco Cements	85.20
M/s.Chettinad Cement	85.00
M/s.Dalmia Cement (Bharat)	65.00
M/s.India Cements	58.60
M/s.Ultra Tech Cement	25.00
M/s.Associate Cement	11.80
M/s.Zuari Cement	10.00
TOTAL	340.60

**C.V. SANKAR
ADDITIONAL CHIEF SECRETARY TO GOVERNMENT**

//True copy //

A. Verma
SECTION OFFICER

Dg
11/12/2014