



ABSTRACT

Announcement - Announcement No.21, made by the Hon'ble Minister (Rural Development) on the floor of the Legislative Assembly on 24.08.2021 - Creation of Livelihood Parks as common Infrastructure centres for Self Help Groups to pursue their livelihood activities collectively – Orders - Issued.

Rural Development and Panchayat Raj (CGS-3) Department

G.O.(Ms) No.151

Dated: 16.12.2021

பிலவ வருடம், மார்கழி 01
திருவள்ளூர் ஆண்டு 2052

Read:

1. Announcement No.21, made by Hon'ble Minister (Rural Development) on the floor of the Legislative Assembly on 24.08.2021.
2. Announcement made by Hon'ble Chief Minister on 10.09.2021.
3. Managing Director, Tamil Nadu Corporation for Development of Women Limited, Letter Roc.No.4272/2021/TNSRLM-LP, dated 11.10.2021.
4. G.O.(Ms) No.134, Rural Development and Panchayat Raj (CGS.3) Department, dated 22.11.2021.

ORDER:-

The Hon'ble Minister for Rural Development has made an announcement on the floor of Tamil Nadu Legislative Assembly on 24.08.2021 that,

“உள்ளூர் சுய உதவிக் குழுக்களின் வாழ்வாதார நடவடிக்கைகளுக்கு மிக முக்கிய தேவையாக கருதப்படும் பொது உட்கட்டமைப்பு வசதிகளை கொண்ட வாழ்வாதார பூங்காக்கள் உருவாக்கப்படும்”.

2. The Hon'ble Chief Minister has announced on 10.09.2021 on the 100th anniversary of the great Tamil Poet who was very vocal about women education, freedom and empowerment that,

“பெண்கல்வியையும், பெண்களிடம் துணிச்சலையும் வலியுறுத்திய மகாகவி பாரதியின் பெயர், ஊரக வளர்ச்சித் துறையில் செயல்படுத்தப்படவுள்ள மகளிர் சுய உதவிக்குழுக்கள் வாழ்வாதாரப் பூங்காவிற்கு மகாகவி பாரதியார் வாழ்வாதாரப் பூங்கா எனப்பெயர் தூட்டப்படும்”.

3. Based on the announcement of Hon'ble Chief Minister and the announcement of Hon'ble Minister for Rural Development, in the reference third read above, the Managing Director, Tamil Nadu Corporation for Development of Women Limited has sent the proposal for Creation of Livelihood Parks in the name of Mahakavi Bharathiyar as common Infrastructure centres for Self Help Groups to pursue their livelihood activities collectively, wherein, the Managing Director, Tamil Nadu Corporation for Development of Women Limited has stated that, Tamil Nadu Corporation for Development of Women was established in 1983 and is a pioneer institution spearheads the Self Help Group(SHG) movement in Tamil Nadu. It strives for women empowerment through a series of social mobilization and capacity building activities including training for skilled jobs. The organization presently plays a vital role in livelihood enhancement activities by means of promotion of Farm and Non-Farm activities, cluster formation, enterprise promotion etc., through various poverty alleviation programmes.

4. The success of any Economic growth and Development is meaningful only if the growth is inclusive. The sure and direct approach to achieve inclusive growth is through engaging target group i.e bottom most rung of the society in meaningful and sustainable livelihood activities.

5. It is upon the Government to guide facilitate and promote livelihood activities of the people who are at the base of income pyramid. Towards promotion of livelihood, Tamil Nadu Corporation for Development of Women Limited is presently implementing various Government programmes which provide for financial inputs, assistance for livelihood activities in the form of financial incentives etc., through establishment of livelihood Parks in the rural areas. These parks will facilitate principles of collectivism such as community enterprises, collective bargaining and collective marketing.

Objective of setting up of livelihood Park

Tamil Nadu Corporation for Development of Women Limited is presently taking active steps in marketing of Self Help Group products. Apart from regular exhibition cum sales which is being organized, sales emporiums are planned to be set up in prime locations of all districts. A shopping portal is getting ready to be launched for online sales of Self Help Group products. Whereas all these steps are being taken for the promotion of Self Help Group products, in several places, there is a felt need for working space, conducive environment, better infrastructure / equipment etc for the manufacture / production of quality Self Help Group products.

The very concept of Self Help Group is based on coming together, working together, growing together and gaining together. With these underlying premises, there is a lot of thrust placed on group activities under the several livelihood promotion schemes. Whereas there are several incentives in place for promoting group activities, the primary gap is missing of common infrastructure. Therefore, in principle even though Self Help Groups are said to engage in group activities, practically, they work in their homes individually and therefore are unable to reap the multiple benefits of collectivism. To address this issue the concept of livelihoods parks has been proposed and named as Mahakavi Bharathiyar as per the Chief Minister's announcement.

Number of Livelihood Parks to be established

There are 25 Mahakavi Bharathiyar Livelihood Parks will be established within three years, in which, 5 Livelihood Parks will be established in the current year.

Area for setting Livelihood Park

The Livelihood Parks are envisaged as livelihood facilitation centers located in proximity to several households engaged in common livelihood activities. The parks shall be set up on government lands in the vicinity of confluence of major roads or area with high congregation of people on daily basis. The area required for setting up of Livelihood Park depends on the scope and numbers of livelihood activities to be engaged and would range from 25000 to 40000 sq.ft.

Design for setting Livelihood Park

To provide better working ambience for rural artisans, producers of farm based value added products, and small entrepreneurs the establishment of Livelihood Park has been proposed. The Park shall comprise of four to six production units for varied products. The working space shall comprise of both open and closed area. Storage space for raw materials and finished products with display window will be allotted for all units individually.

For business operations and training purpose an administrative room, and training space shall be established. The training centre shall also double up as incubation centre in the future. There shall also be common display pavilion for products along with virtual display boards for trading of finished goods.

Establishment of common minimum facility such as food courts, children play area, small park, gazebos, parking area, rest rooms will be created for the benefit of the artisans of the production units and the visitors. There shall also be road space of 20ft across the outer most part of Livelihood Park for vehicular movement for raw material and finished goods transport.

Besides this, the design and facilities shall be customized depending on the needs of artisans in each districts, keeping the broad framework mentioned above.

Selection of Land for Livelihood Park

- Land should be located in an area, where it should attract people to visit both as customers as well as tourist. The land should preferably be abutting National Highway/State Highway or Other District Roads.
- It would be ideal, if the land is located near place of religious significance/tourist spot
- The chosen place should be well connected with roads and have access to most part of the district.

Construction of the building within Livelihood park

After land identification is done, Administrative Sanction shall be given by the District Collector for construction of the built up area. Type design approved by Directorate of Rural Development / Tamil Nadu Corporation for Development of Women Limited shall be used without any deviation. The work shall be entrusted to Block Panchayat and shall be executed as per Tamil Nadu Tender Transparency Act 1998 and Rules 2000. Procedures to be followed during execution and after completion of work shall be scrupulously adhered to. On completion, the place shall be named as 'Mahakavi Bharathiya Livelihood Park'.

Proposed Common Infrastructure Facilities within Livelihood Park

Common infrastructure facilities like path way, drinking water facility, toilets, creation of park, drainage facility etc shall be provided by Rural Development Department. Maintenance and renovation activities shall be done by the panchayat administration. All the facilities provided should be differently able-friendly.

Proposed facilities for production units within the Livelihood Park

The most important area of the Park would be the **production area** which can be either an open space or closed space or a combination of both production activity and the commodity involved. There will also be the separate **storage space** for both raw materials and finished products. There shall be **display units, sales depot** along with facility for virtual display of products and interaction with potential buyers.

A State-of-the-art **training centre** will be put up for improving the skills depending on demand of the product. This shall be centre for providing knowledge base for procurement of raw materials during the time of production surplus and selling of finished products at the time of demand. It shall also act as 'Incubation Centre' for promoting product and process based enterprises.

Entitlement of usage rights to Self Help Groups / Enterprises

Self Help Group Women owned enterprises, involved in single type of activities, having inadequate space for setting up of production, storage and display unit will collectively come to Livelihood Park for work. The place will support them for storage of raw materials, finished goods etc.

The Self Help Group owned artisan group or farmers producer enterprises having lack of space for securing their raw materials and finished products will be the members for accommodating in the Livelihood Park.

Committee for selecting the Groups/Enterprises for availing facilities at Livelihood Parks

A District Level Committee shall be constituted headed by District Collector. Project Director, Mahalir Thittam, Project Director, District of Rural Development Agency, Deputy Director (Agricultural Marketing), Manager, District Industries Centre, Lead Bank Manager, Assistant Project Officer (LH), Manager, District Supply and Marketing Society, shall be members of the Committee.

Application should be called for from enterprises or clusters of produce within the Blocks/Districts. Screening to be done based on the criteria such as market demand for the product, quality of the product, volume of the goods that shall be produced and aesthetic look of the product. The screening criteria shall be formulated by Project Director, Mahalir Thittam and endorsed by the District Committee.

Imparting Skill training for production and marketing

The requisite skill needed both for improvisation in production or to bring quality and aesthetic look to the product shall be given to the producer group within the presence of the Livelihood Park.

The knowledge required to market their produce in the form of packaging, appeal, branding, sales modalities, showcasing the unique quality shall be arranged for them from training component available under marketing head of Annual Action Plan - Tamil Nadu State Rural Livelihood Mission. Training shall be conducted within the premise of Livelihood Park.

Funds required for setting up of Livelihood Park

Fund required for construction of the building and providing basic minimum infrastructural facilities will be in convergence with Mahatma Gandhi National Rural Employment Guarantee Scheme(MGNREGS), and other Rural Development schemes relevant in creation of infrastructures. The approximate cost for the same is Rs.1.25 crore.

Fund required to meet out recurring cost for functioning of the park is to be met from the share amount collected from Self Help Groups for availing the facilities. Nominal user fees shall be collected from visitors.

To meet out the initial running cost during incubation period the fund for running the park shall be met from fund available in the District Supply and Marketing Society (DSMS).

Training:

To train artisan training component under Livelihood Annual Action Plan would be utilized.

Staff Position and modalities for functioning of Livelihood Park

The Manager, District Supply and Marketing Society will be overall incharge for functioning of the park. A staff may be positioned to look after day to day activities of the park through outsourcing agency and paid from rent and fee collected.

Initial Fund requirement for establishing an office and functioning of Livelihood park shall be met out from the fund available under District Supply and Marketing Society.

Publicity Strategy to promote Livelihood Park

Awareness shall be created through print media and electronic media and about the Livelihood Park and facilities available. The print media advertisement mode shall be used to disseminate the information in all department offices at the district. Digital media advertisements can reach even interior parts of villages and all over the urban areas. This shall be funded through marketing head of Annual Action Plan under Tamil Nadu State Rural Livelihood Mission.

Virtual Marketing for sale of products

It is an essential component is marketing strategy to get to the front of the available market space. It increases facility of the marketing space. The use of digital media comprising both internet and mobile mass communication shall reach the customers far and wide across the District and State. Usage of email marketing social media marketing online advertisements and mobile marketing will provide wider publicity across various cross sections of people. The advertisement cost shall be met from the funds available in the District Supply and Marketing Society or through sponsorship from CSR components.

Digital bill boards may be placed at the Livelihood Park to display products and process of making the products done by Self Help Groups across the districts. Besides this, the modalities of addressing market dynamics of supply and demand will be discussed by the customers willing to have regular purchasing relations with the producer in the presence of Manager, District Supply and Marketing Society for moving forward.

Modalities for maintenance of Livelihood Park

Rent for usage of production and storage space by artisans and small scale production units shall be calculated by Assistant Engineer of the block in accordance with prevailing Public Works Department rate and market rate. The lower of two rates shall be kept as the base for calculation of rent. The calculated rent may be fixed as final or the rate shall be lowered for the benefit of the production unit by the district committee.

The occupants have to pay electricity charge based on consumption in their production unit. The common consumption charges will be paid by from the rent collected and visitor's entry fee.

There shall also be nominal entry fee fixed for the visitors coming to the park. The entrance fee shall be fixed by Manager District Supply and Marketing Society and endorsed by District Committee and this shall be in accordance with area the Livelihood Park established.

In other words, Livelihood Parks shall act both as a point of collectivism for Self Help Group run enterprise for production process and as a marketing area for buyers to have hands on experience for their purchase. This will enable better bargaining power for producer Self Help Group and ensures year round availability of a particular product at a single point for the buyer, in addition to learning hub for visitors. All these activities will in-turn lead to achieving the objective of improving livelihood activities of rural people.

6. The Managing Director, Tamil Nadu Corporation for Development of Women Ltd has therefore requested the Government to issue necessary orders, for creation of Mahakavi Bharathiyar Livelihood Parks as common Infrastructure centres for Self Help Groups to pursue their livelihood activities collectively.

7. In the Government order fourth read above, orders have been issued to name the above 25 Livelihood Parks as Mahakavi Bharathiyar Livelihood Parks.

8. The Government after careful examination, have decided to accept the proposal of the Managing Director, Tamil Nadu Corporation for Development of Women Limited and permit to create 25 Livelihood Parks in the name of Mahakavi Bharathiyar in next three years and among 25 Parks, 5 Livelihood Parks to be created in the current year as common infrastructure centres for Self Help Groups to pursue their livelihood activities collectively, and orders accordingly.

9. This order issues with the concurrence of Finance Department vide its U.O.No. 56368/2021, dated 14.12.2021.

(BY ORDER OF THE GOVERNOR)

**P. AMUDHA
PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Managing Director,
Tamil Nadu Corporation for Development of Women Limited, Chennai – 600 034.
The Chief Executive Officer,
Tamil Nadu Rural Transformation Project, Chennai – 600 032.
The Director of Rural Development and Panchayat Raj, Chennai – 600 015.
The Executive Director,
Tamil Nadu Corporation for Development of Women Limited, Chennai - 600 034.
All District Collectors.
The Director,
State Institute of Rural Development, Maraimalai Nagar, Chengelpet District.
The Accountant General (A&E/ Audit), Chennai-18/35.
The Pay and Account Officer (South), Chennai – 600 035.

Copy to:

The Finance (RD) Department, Chennai – 600 009.
The Senior P.A to Hon'ble Minister, (RD), Chennai- 600 009.
The Rural Development and Panchayat Raj (B&C) Department, Chennai – 600 009.
The Principal Private Secretary to Principal Secretary to Government,
Rural Development and Panchayat Raj Department, Chennai – 600 009.
Stock File / Spare Copy.

//Forwarded By Order//

[Handwritten Signature]
SECTION OFFICER

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