

**Hon'ble Prime Minister Commends Tamil Nadu SHG member on
Plastic Waste Management**

The Hon'ble Prime Minister of India interacted with select SHG members today on virtual mode on the aegis of "Aatmanirbhar Naarishakthi se Samvad". The Prime Minister Shri Narendra Modi released a Compendium of SHG Women success stories and a Handbook for Universalization of Farm Livelihoods. He further interacted with 5 successful SHG members turned entrepreneurs. Tmt. S.Jayanthi from N. Panjanpatti village – Attur Block, Dindigul District was one of the 5 who apprised the Hon'ble Prime Minister about her path to success. Jayanthi is a member of Indusiwa SHG who way back in 2006 along with other members of her SHG thought of a solution for all the plastic strewn around everywhere. She read up about alternatives and discussed with officials especially of Mahalir thittam project. In the process, not only did a solution for managing of discarded plastic emerge, but also an opportunity for a promising livelihood activity dawned. She started a small unit where plastic collected was processed. Gradually the unit size and the number of persons engaged in the unit grew and in the year 2010, the then Hon'ble Chief Minister and then Deputy Chief Minister who was holding the portfolio of Rural Development and Panachayat Raj Department and now Chief Minister handed over a cheque of Rs.50,000/- to her as Revolving funds to the SHGs in a welfare distribution function. This became seed money for accelerated growth of the unit. Machineries for shredding, grinding, etc. were purchased and 36 members of the SHG got associated with the unit. The plastic waste is punched for Rs.5/- per kg. After processing the plastic at approximately Rs.10 to 15/- cost per kg in which the end product is pellets, it is sold off for Rs.30/- per kg. The processed plastic is purchased by contractors as an ingredient for road making and till date a stretch of 200 km of rural roads have been laid. About 102 tons of plastic has been processed in this unit which has been able to provide remuneration of Rs.400/- per day to all those who are engaged in the activity.

The road to glory was well explained by Tmt. S. Jayanthi to the Hon'ble Prime Minister who appreciated the initiative. In his address, the Prime Minister

made specific mention about Tmt. S. Jayanthi as a shining example of how with individual enthusiasm and Government support, a transformation has emerged, not only in the lives of those who are engaged in the activity of Plastic Waste Management but also in systematic Solid Waste Management of which plastic is a key problem area. He congratulated the efforts of Tmt. S. Jayanthi and the SHG in their success in converting waste to wealth thereby helping themselves and the society.

The lives of Tmt. S. Jayanthi and other members of the SHG who were once upon a time rearing goat and poultry and earning a meager income has been transformed through the SHG movement and related Government schemes. The Government of Tamil Nadu is steadfast in strengthening the SHG movement and also to handhold the SHG members making them successful entrepreneurs. Under the TNSRLM scheme, focus is now being given to formation of Producer Groups, registering women-led entrepreneurs as MSMEs, developing of goat bank, promoting of backyard poultry, promoting organic farming clusters, nurturing nutri gardens etc. The Government endeavors to guide and facilitate the 1 crore and above SHG members who are part of 7.22 lakh SHGs to engage themselves in meaningful livelihood activities. Apart from initiating measures like marketing and branding of SHG products, The Dept. of RD & PR, is also laying emphasis on convergence from other departments to tap livelihood avenues. While doing so, engaging women SHG members for activities like Solid Waste Management, Plastic Recycling, vermi-composting, nursery raising, etc. leads to a win-win situation where the individuals gain economically, and there are greater welfare outcomes for the larger community goods like clean environment, green environment, ODF villages envisaged in Swach Bharat Mission etc. Financial assistance to start or expand women-led enterprises are also provided by the Government in the form of Revolving Funds, Community Investment Funds, matching grants / subsidies and facilitation of bank credit linkages.

The webcasting of "Aatmanirbhar Naarishakthi se Samvad" participated by the Hon'ble Prime Minister was attended by the Hon'ble Minister for Rural Development, Tamil Nadu, Thiru K.R. Periyakaruppan, Principal Secretary Rural Development Dr. K. Gopal, Managing Director, TNCDW and officers in the districts, peoples representatives and a whopping 18 lakh and odd SHG members.

The Hon'ble Rural Development Minister congratulated Tmt.S.Jayanthi over video call and expressed his best wishes leaving her elated.

Issued By: - DIPR, Secretariat, Chennai - 9.