

TAMILNADU CORPORATION FOR
DEVELOPMENT OF WOMEN LTD.,



PROJECT IMPLEMENTATION UNIT

MAHALIR THITTAM
KANCHEEPURAM



DISTRICT PROFILE

KANCHEEPURAM DISTRICT



TAMILNADU CORPORATION FOR DEVELOPMENT OF WOMEN LIMITED

PROJECT IMPLEMENTATION UNIT (MAHALIR THITTAM)

KANCHIPURAM DISTRICT

Kancheepuram District is one of the Historical Districts of Tamil Nadu. Welcome to the city of thousand temples. Kancheepuram district is situated on the northern East Coast of Tamil Nadu and is adjacent by Bay of Bengal and Chennai city and is bounded in the west by Vellore and Thiruvannamalai district, in the north by Thiruvallur district and Chennai district, in the south by Villuppuram district in the east by Bay of Bengal.

The district has a total geographical area of 4,43,210 hectares and coastline of 57 Kms. Kancheepuram, the temple town is the District head quarters. For administrative reasons, the District has been divided into 3 Revenue Divisions comprising of 8 Taluks with 1214 Revenue villages. For development reasons, it is divided into 13 Development Blocks with 648 Village Panchayats.

The Silk City

Today, apart from its temples, this town is also known for its thriving handloom industry. Kancheepuram town is also known as [Silk City](#) since the main profession of the people living in and around is weaving silk sarees. The silk weavers of Kanchi settled more than 400 years ago and have given it an enviable reputation as the producer of the best silk sarees in the country. Woven from pure mulberry silk and have an enviable reputation for texture, luster, durability and finish. The sarees in dazzling colours are available in every imaginable design and variety, which can make the job of selection quite challenging.

More than 5,000 families are engaged in this industry and their spectacular creations are marketed by a number of co-operative societies, located all over the state. The products of Kancheepuram silk sarees are in architectural techniques, by using standard quality of fine gold threads; thus they are worthy and good quality in nature to compare with other silk sarees, the Kancheepuram silk sarees are very famous in the world.

Industrial Scenario in Kanchipuram

One of the largest industrial areas of Tamil Nadu, Kanchipuram District have the pride in being home to vital production bases of international industrial groups like: [Ford](#), [Hyundai](#), [Nokia](#), [Samsung](#) Saint Gobain as well as many export houses in and around the [Madras Export Processing Zone](#). The reasons are not far to seek:

- Proximity to an international airport and two seaports at [Chennai](#) and Ennore
Excellent connectivity through the world class East Coast Road and upcoming upgraded NH4 & 45
- Good industrial parks at Maraimalainagar, Alathur, [Irungattukottai](#), [Sriperumbudur](#), [Siruseri](#), [Oragadam](#) and [Paranur](#)
- Reasonably good power quality with the North Madras Power Station and Kalpakkam Atomic Power Station located in and around the district
- Availability of skilled and highly qualified manpower at Chennai and suburbs with [IIT, Chennai](#) and the [Anna University](#) at a stones throw.

Sl. No	Name of the Revenue Division	Sl. No	Name of the Taluk
1	Kancheepuram	'01	Kancheepuram
		'02	Utthiramerur
		'03	Sriperumbudur
2	Chengalpattu	'04	Chengalpattu
		'05	Thirukkazhukundram
3	Madurantakam	'06	Madurantakam
		'07	Chiyyur
4	Tambaram	08	Sozhinganallur
		09	Alandur
		'10	Tambaram

Sl. No	Name of the Block	No. of Panchayats
1	CHITHAMUR	43
2	KANCHEEPURAM	43
3	KATTANKOLATHUR	39
4	LATHUR	41
5	SRIPERUMBUDUR	58
6	ST.THOMAS MOUNT	25
7	THIRUKAZHUKUNDRAM	54
8	THIRUPORUR	50
9	WALAJABAD	61
VKP		
10	ACHARAPAKKAM	59
11	KUNDRATHUR	44
12	MADURANTHAGAM	58
13	UTHIRAMERUR	73
TOTAL		648

Sl. No	Name of the Municipality	No. of Wards
1	ALANDUR MC	42
2	ANAKAPUTHUR MC	18
3	CHENGALPET MC	33
4	KANCHEEPURAM MC	45
5	MADURANTHAGAM MC	24
6	MARAIMALAI NAGAR MC	21
7	PALLAVARAM MC	42
8	PAMMAL MC	21
9	PUZHUTHIVAKKAM MC	18
10	TAMBARAM MC	31
Total		303

Sl. No	Name of the Town Panchayats	No. of Wards
1	ACHARAPAKKAM TP	15
2	CHITTLAPPAKKAM TP	18
3	EDAİKAINADU TP	21
4	GUDUVANCHERI TP	18
5	KARUNKUZHI TP	15
6	KUNDRATHUR TP	18
7	MAMALLAPURAM TP	15
8	MADAMBAKKAM TP	15
9	MANGADU TP	18
10	MEENAMBAKKAM TP	12
11	NANTHAMBAKKAM TP	15
12	PALLIKARANAI TP	15

Sl. No	Name of the Town Panchayats	No. of Wards
13	PEERKANKARANAI TP	15
14	PERUNKALATHUR TP	15
15	SEMBAKKAM TP	15
16	SEVELIMEDU TP	15
17	SOZHINGANALLUR TP	15
18	SRIPERUMPUDUR TP	15
19	THIRUKAZHUKUNDRAM TP	18
20	THIRUNEERMALAI TP	18
21	THIRUPORUR TP	15
22	UTHIRAMERUR TP	18
23	WALAJABAD TP	15
24	PERUNKUDI TP	15
Total		384

The Mahalir Thittam Project implemented in Phase III is functioning from 01-11-1999 in Kancheepuram District

A major project for the development and empowerment of poor and rural women was put in place in 1989 with the assistance from the International Fund for Agricultural Development (IFAD). It has been implemented through a network of women Self-Help Groups which are established with the support of Voluntary Organisations (VOs).

The success of the Project encouraged to extent the project to all the rural areas in the State in a phased manner. Thus the Mahalir Thittam was extended to all the district of Tamil Nadu. Subsequently the scheme was extended to urban panchayats. The vision of the project is to reach out and empower women below the poverty line through Self reliant and sustainable Self Help Groups.

PROJECT OBJECTIVES

The Main objectives of the project are

- i. To focus attention on the women members of rural families below the poverty line with a view to provide them with opportunities of Self-employment on a sustained basis.
- ii. To promote community-reliance through organizing self-help groups.
- iii. To create an awareness among rural women and promote comprehensive development in all spheres of rural life.
- iv. To encourage people's participation for local development.
- v. To impart training in different productive trades/activities and improving the local skills and also create a strong demonstrational effect.

PROJECT STRATEGY

- i. To win the confidence of the people, the Voluntary Organizations already familiar with the local people are involved in the process of identification and formation of self-help groups.
- ii. For economic development to introduce participatory approach and providing need based credit assistance are given major thrust in this project.
- iii. Convergence of ongoing Government programmes like SGSY, RMK, TAHDCO, NABARD and other women development programmes and channelising benefits through the women self-help groups.

Role of Project Implementation Unit

(Project Officer, Asst. Project Officers)

- ❖ Co-ordination
- ❖ Monitoring and feedback.
- ❖ Conducting regular review meetings and taking follow up action
- ❖ Liaison with departments for role performance of that department
- ❖ Attending training session of animators, representatives, cluster co-ordinators, and groups
- ❖ Visiting the women's groups for both social and economic development aspects, including audit checks
- ❖ Organise cluster level and district level workshop jointly with VOs.
- ❖ Act as Information Centre – regarding various Governmental Programmes
- ❖ Organise training programmes for VOs. and bankers
- ❖ Facilitate exchange of ideas and improvement on the project through interaction with VOs

NON GOVERNMENTAL ORGANISATION

In Kancheepuram District the following 17 Non Governmental Organisations have been registered under PMU and functioning on various spheres.

- 01 Agency for Rural Development Consultancy Services, Kolappakkam
- 02 Chengalpet Rural Development Society, Thimmavaram
- 03 Daughters of Mary Immaculate, Thirusoolam
- 04 Tambaram Community Development Society, Vandalore.
- 05 Arivoli Iyyakkam, Kancheepuram
- 06 Association for Community Development Service, Kelambakkam
- 07 Women's Education and Economic Development Society. Illedu.
- 08 HAND IN HAND, Kancheepuram.
- 09 Community Association for Rural Development Society, Kancheepuram
- 10 Star Welfare of the Rural Development Trust, Kancheepuram
- 11 Naadu Awareness and Rural Development Organisation, Kancheepuram
- 12 PREPARE-India Rural Reconstruction and Disaster Response Service, Sriperumbudur
- 13 Nilavoli Pallikal, Kancheepuram
- 14 Institute for Rural Development Trust, Uthiramerur
- 15 Women's Education and Development Organisation, Ayanavaram
- 16 Asha Niwas Social Service Centre, Chennai
- 17 Suyam Trust, Medavakkam

The 3 PLFs have been recognised by the PMU to work as on par with NGO.

1. Mudichur PLF, Mudichur
2. Urapakkam PLF, Urapakkam
3. Palavakkam PLF, Pallavakkam

The NGO's have already organised Self Help Groups in the respective service area. The Self Help Groups so formed are functioning successfully and mobilised significant savings.

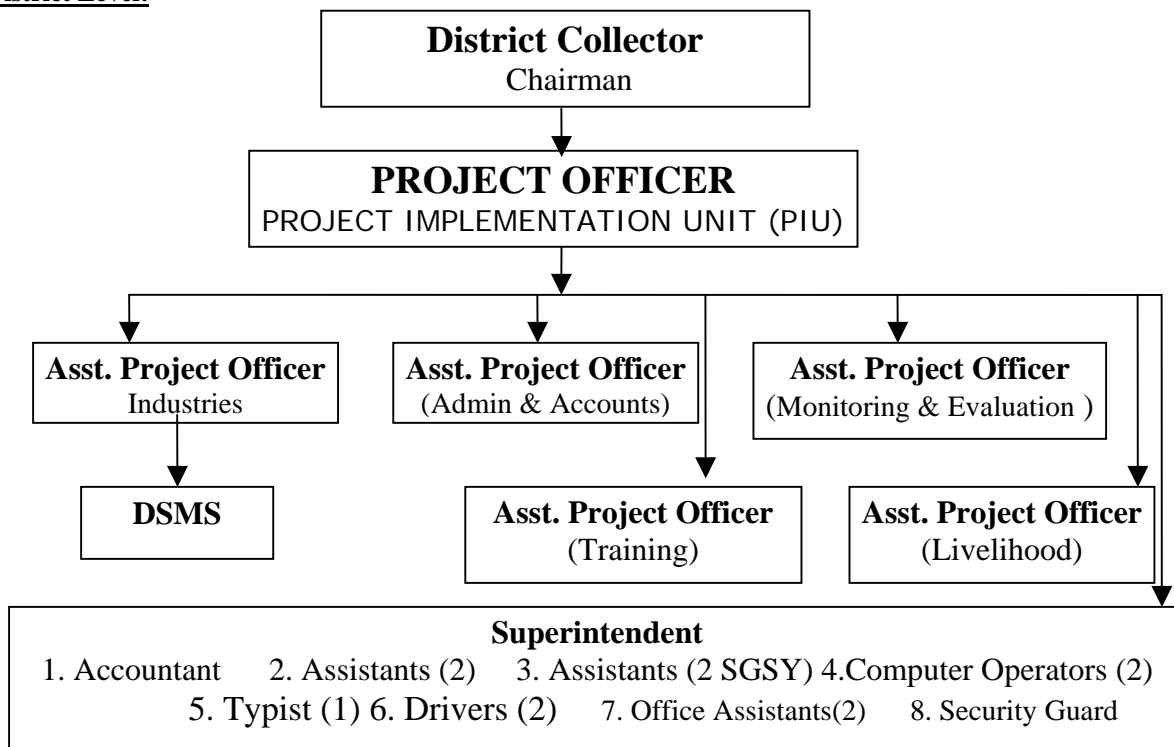
ORGANISATIONAL STRUCTURE AND ROLES

Project Implementation Unit

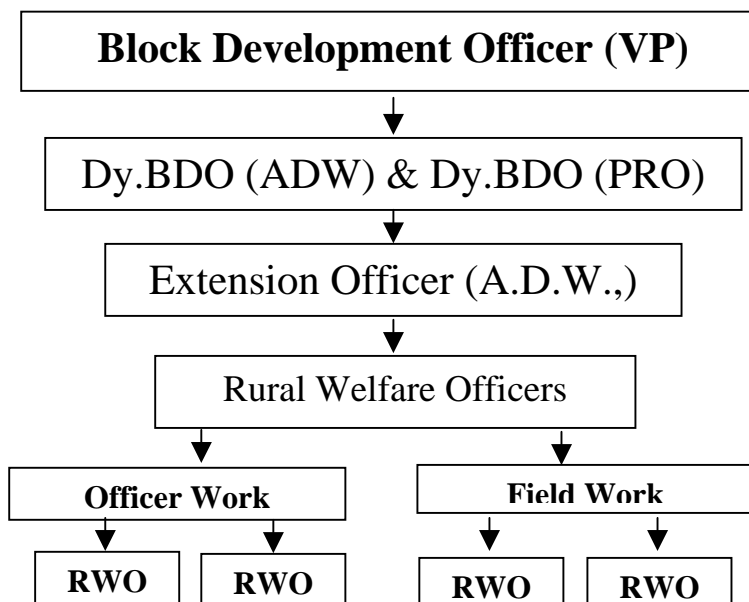
(MAHALIR THITTAM-District Level)

DRDA – Building, Collectorate Campus, Kancheepuram.

District Level:



Block Level:



In State Level Kancheepuram is the Number One District in the formation of SHGs. At present 26568 Self Help Groups have been formed as detailed below.

Total Population	Male	Female	Total No. of SHGs Formation	SC	ST	Trangender	HIV +ve	Differently Abled	Others
1573770	794922	778848	26568	7406	490	2	-	31	18639

Sl. No.	Panchayat/Town Panchayat/Municipalities	Total No. of SHGs. (up to 02.06.11)	No. of Women SHGs	No. of Youth SHGs. up to 2007-08
1	SHGs in Panchayats areas	17775	17057	718
2	SHGs in Town Panchayats areas	8793	8546	247
	Total	26568	25603	965

CREDIT LINKAGE WITH BANKS

On completion of Six months, a team rates the groups, consisting of representatives of Mahalir Thittam, DRDA, concerned Bank officials and VOs at Block Level Bankers coordination committee once in a quarter. The successful groups are financially assisted through various institutions.

Credit facilities given to Self Help Groups as detailed below:-

SI	Scheme	No. of SHG's	Amount (Rs. in lakhs)
01	RF to Urban Group-Mathi	8220	4886.27
02	DL	19315	22612.95
03	SGSY RF *	10571	6244.43
04	SGSY EA *	1832	2716.97
05	TAHDCO RF	1328	331.15
06	TAHDCO EA	711	972.65
07	RMK	263	38.30
08	SJSRY	141	31.31
	Total	42381	37834.03
02	Others (TAMCO & TABCEDCO)	1279	121.66
	Grand Total	43660	37955.69

SHG /A&R TRAINING

To make the Project Implementation more successful, training programmes are conducted with the help of resource persons to Animators and Representatives and Self Help Group members. For Animators and Representatives the training will be given in 3 modules covering 6 days and the resource persons will give SHG training in 4 modules covering 4 days. The training programme is entirely participatory and need based nature. A sum Rs.45/- has been disbursed to the SHG members as remuneration per day.

PROGRESS ON REVOLVING FUND

Revolving funds to SHGs at rate of Rs 10,000 subsidy each was provided for the first time in 2006-07 to help SHGs take up small economic activities and also for internal lending among members.

Sl	Year	No. of Members
	2000-01	225
	2001-02	214
	2002-03	1175
	2003-04	1080
	2004-05	911
	2005-06	1977
	2006-07	986
	2007-08	1524
	2008-09	8000
	2009-10	3000
	2010-11	3190
	TOTAL	22282

PROGRESS ON ECONOMIC ASSISTANCE

Sl	Year	No. of Members
	2000-01	103
	2001-02	116
	2002-03	125
	2003-04	313
	2004-05	180
	2005-06	288
	2006-07	387
	2007-08	108
	2008-09	309
	2009-10	354
	2010-11	373
	TOTAL	2656

YOUTH SKILL TRAINING

Youth Skill Training is provided to impart marketable skills to unemployed youth through established industries and reputed institutions to get either wage employment or self-employment.

Sl	Year	No. of Members
01	2006-07	438
02	2007-08	205
03	2008-09	637
04	2009-10	630
05	2010-11	700
	TOTAL	2610

TRADE

- ❖ Masonry
- ❖ Diploma in AC Refrigeration
- ❖ Diploma in Electronics Servicing Technology
- ❖ LMV & HMV
- ❖ Bakery and Confectionery
- ❖ Tailoring and Embroidering
- ❖ Basic Knowledge of Mechanical, Welding Skills
- ❖ Leather Goods and Garments Manufactures
- ❖ Electrician
- ❖ Automobile
- ❖ Plumber
- ❖ Carpenter
- ❖ JCB Training, Crane Operation, Fork Lift Operation
- ❖ Nursing Assistant, Lab Technician

ENTREPRENEURS DEVELOPMENT TRAINING

Sl	Year	No. of Members
01	2006-07	170
02	2007-08	380
03	2008-09	200
04	2009-10	175
05	2010-11	175
	TOTAL	1100

TRADE

- ❖ Painting Course(Interior Decoration, Bouquet Making & Glass Painting)
- ❖ Catering
- ❖ Home Furnishing Products
- ❖ Tailoring
- ❖ Embroidering & Tailoring
- ❖ Fashion Jewelers Making
- ❖ Home Furnishing Products
- ❖ Jute Bag Making

2010-11 PROGRESS

Sl.No.	Details	Physical				Financial (Rs. In Lakhs)		
		Target	up to Last Month Achievement	During the month Achievement	Achievement	Allocation	Expenditure	%
1	Groups Formation		1242	272				
	Rural	1313			1313	4.46	4.51	101%
	Urban	800			800	2.80	2.80	100%
	Total	2113	0	0	2113	7.26	7.31	101%
2	A&R Training							
	Rural	1313			1313	10.32	9.90	96%
	Urban	800			800	6.48	6.11	94%
	Total	2113	0	0	2113	16.80	16.01	95%
3	SHG Training							
	Rural	1313			1313	56.36	41.55	74%
	Urban	800			800	35.36	27.90	79%
	Total	2113	0	0	2113	91.72	69.45	76%
4	1st year Monitoring Cost							
	Rural	1313			1313	3.82	3.62	95%
	Urban	800			800	2.40	2.40	100%
	Total	2113	0	0	2113	6.22	6.02	97%
5	Revolving Fund							
	Rural (Mathi)	1303			1303	130.30	130.30	100%
	Rural (Non Mathi)	370			370	37.00	37.00	100%
	Urban	800			800	80.00	80.00	100%
	VKP	717			717	71.70	71.70	100%
	Total	3190	0	0	3190	319.00	319.00	100%
6	Economic Assistance	373	113	24	373	357.70	357.70	100%
7	Youth Skill Training	750	372	24	700	49.28	33.61	68%
8	EDT	175	150	-	175	6.78	6.71	99%
9	Credit Linkage (in Crore)	155.00	42.28	10.46	155.65	15500.00	15565.00	100%

Cultural Competition 2010-11

a) Block Level

Competition among PLF/SHGs for the year 2010-11 at Block Level in 13 Panchayat Union had been conducted and prizes have been awarded at the rate of Rs.500/-, Rs.300/-, and Rs.200/- as Ist, IInd, IIIrd, prize respectively for the winning PLF for 4 competitions viz. Kolam, Drama, Oratorical and Group songs among PLF/SHGs for the year 2010-11.

Programme fixed on 10.11.10 to 16.12.10 at Block Head Quarters.

b) District Level

At District Level competitions in Kolam, Drama, Oratorical, and Group songs have been conducted on 07.01.11 at Kancheepuram. Prizes and certificates for the winning PLFs/SHGs have been awarded at the rate of Rs.5000/-, 3000/- and Rs. 2000 as Ist, IInd and IIIrd prize respectively.

Progress in District level Manimegalai Awards 2009-10

As per the G.O. 50/RD & PR (CGS II) Dep t. Dt. 19.05.2010 the District Level Manimegalai Awards proposal received from Kancheepuram, Kattankolathur, Maduranthagam, Kundrathur Blocks, and other Blocks have been collecting the proposals.

Manimegalai Award

(G.O. Ms. No.172 Rural Development and Panchayat Raj (CGS-11)

Dated 24-11-2006)

- Manimegalai award is given to best PLF to encourage and motivate them
- The PLF should be at least 2 years old at the time of application
- All Mahalir Thittam SHGs in the panchayat are registered as members in the PLF
- 20 PLF meeting should have been conducted in 2 years
- Additional Criteria
 - 90% attendance
 - availability of ToT
 - raising bank loan (min –25 000 Rs) for in own activity & for benefit of member SHG
 - Trainings undertaken
 - Loan Repayment
 - Interest shown in Social responsibilities
 - Special Innovative activities undertaken among others

Competitions among PLF
(G.O. Ms. No.89 Rural Development and Panchayat Raj (CGS-I)
Dated 06-06-2008)

- The PLF provides a common platform for the SHGs to share their experiences and to voice their problems.
- The PLFs can help achieve what individual SHGs cannot, by pooling in talent and resources and exploiting economies of sale both in production and marketing.
- Strengthening PLF is the key to achieve sustainability in the long run.
- In the year 2006-07 various initiatives were taken by the Government to revitalize and strengthen the PLFs such as providing seed money, announcement of Manimegalai awards, systematic training to PLF office bearers, inclusion of PLF representative in credit rating committee among others.
- In order to strengthen the unity and team spirit among SHG members and bring out their hidden talents, the Honourable Minister for Rural Development and Local Administration, has announced on the floor of the Legislative Assembly on 12.04.2007 that competitions will be conducted at block and district levels among PLFs and the prizes will be distributed in Samathuva Pongal. Government have extended this scheme for this current year also vide their Order Ms.No.89 RD&PR(CGSI-1)Dept. Dated 06.06.2008.

PUBLIC DISTRIBUTION SYSTEM-SHOPS

In pursuance of the orders issued by the Government, 42 Public Distribution shops are functioning in various places

No. of PDS shops identified & proposed for running by SHGs :

No. of PDS shops sanctioned & running by Self Help Groups :

PANCHAYAT LEVEL FEDERATION

In Kancheepuram District there are 648 Village Panchayat (Grama Panchayat). In order to reduce the dependency of SHGs on its project partners, it has been decided to form Panchayat Level Federation in every Village Panchayats. All the Self Help Group that are functioning at each Panchayat have to select two members and formed as one federation at Panchayat level, which will guide the group members as well as interact district level functionaries. In Kanchipuram District 648 PLF have been formed. In Order restructure the existing PLF Government have issued Orders vide G.O.Ms 125 RD&PR(CGSI-1) Dept Dated.21.07.2008 Initially 5 PLFs have been restructured and action is being taken to restructure the remaining PLFs systematically and also registered under TN Societies Registration Act 1975 vide G.O.Ms 135 RD&PR(CGSI-1) Dept Dated.14.08.2008.

The main role of PLF are:-

- i. Monitoring and Evaluation of SHGs in that particular Village Panchayat.
- ii. Strengthening the weak groups.
- iii. Acting as coordination Agency.
- iv. Exchange of informations and ideas.
- v. PLF should provide a forum for exchange of information and ideas, besides helping in negotiating with buyers/suppliers and establishing valuable linkages to SHGs with bankers, Government agencies and local institutions like local bodies.
- vi. To assist the SHGs for grading

PLF SEED MONEY:

Out of 648 PLF a sum of Rs. 10,000 have been disbursed for the year 2006-07 as Seed Money to 87 PLF. For the year 2007-08 Target allotted 360 out of which 219 PLFs would be given Seed money of Rs. 21,90,000

DISTRICT PROJECT COORDINATION COMMITTEE

At district level there is district project coordination committee headed by the District Collector for effective coordination of all partners in the project and various Government departments while also bring about convergence of schemes and integration of services of line departments.

ECONOMIC ACTIVITY OF THE GROUPS

Most of SHG members are involved in the following activities

- | | |
|---------------------------------|----------------------------------|
| 1. Sponge Toy | 12. Cleaning Powder |
| 2. Leather bags | 13. Chilly Powder |
| 3. Bathic Saree | 14. Wire Bags |
| 4. Agarbathies | 15. Plastic Lilly flower garland |
| 5. Floor Mats | 16. Hand Kerchiefs |
| 6. Plastic Welcome Mats | 17. Hair bands |
| 7. Palm Products , Garland Tray | 18. Country Bricks |
| 8. Nighties | 19. Jute Chapels & Bags |
| 9. Petticoats | 20. Bamboo products |
| 10. Cotton Churidars | 21. Simple Chemicals |
| 11. Washing Powder | 22. Dairy Products |
| | 23. Catering |